



# *The Coin Machine Review*

**OCTOBER, 1941**

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# ★ The COIN MACHINE REVIEW ★

For the wrong that needs resistance;  
For the cause that lacks assistance;  
For the future in the distance,  
And the good that it can do!

## Side Notes...

## ... Contents

Despite the pessimism of certain factions in various sections of our Country the Coin Machine Industry is in a most favorable position today when one considers other industries, the problems confronting the small businesses, and the picture as a whole.

Everyone must admit that the new Federal Defense Use Tax as it applies to the Coin Machine Industry is most fair. Operators, jobbers and distributors have many Associations the country over to thank for the splendid consideration won for our industry through their efforts in Washington. The Bureau of Internal Revenue, charged with collecting the new tax, has expressed satisfaction in many instances for the fine cooperation of our many Associations in helping compile lists and supplying needed information.

Most of our operator associations have inaugurated campaigns to aid in the sale of Defense Bonds and many have started their members with books containing the first paid stamps.

Now the music end of the business has volunteered the use of the 400,000 automatic phonographs in operation in the country in support of the Defense Bond drive. Music operators are carrying the recording of the official bond song, "Any Bonds Today," as number one on all of their phonographs.

Just stop and analyze what these things all mean to you and me. It means that the Coin Machine Industry has stepped into the front line trenches and has come "all out" for aid of every kind in the National Defense movement. We have assumed extra obligations . . . gladly taken on extra tax obligations . . . pledged our complete support for everything that will help protect our democratic form of government . . . and in the end we most certainly will win recognition from the country at large for being one of the most patriotic and cooperative industries in the nation.

*Paul Blackford*

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### Don't Miss—

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Curley Robinson tells of the fundamentals on which any Association must be based if it is to endure.
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PLUS . . . dozens and dozens of other interesting features including the largest and best Coin-Operated Movies Department of any trade paper in this industry . . . and other EXCLUSIVE DEPARTMENTS found only in your REVIEW.

### Cover—

Eleanor Counts steps out of Featurettes' new production of "At A Little Country Tavern" to grace our October cover. Directed by Clarence Bricker the "Tavern" production is part of a new series of short subjects for coin-operated movie machines soon to be released by Featurettes, C. Walters, of C. Walters & Associates, who handle sale of the product in 11 western states, aided in the preparation of this exclusive picture for this month's cover.

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## *What Makes An Association?*

By "CURLEY" ROBINSON  
Managing Director, AOLAC

The other day at a luncheon the subject turned to the type of men we have in our Association, those who have made a success of their business, the qualities that go toward making the successful operator, the average member of this Association. I couldn't help but recall an article I had read a year or so ago in which I had more or less memorized the opening phrase. It had especially appealed to me because it had stated that there was really no special formula for a successful man, any more than there was any special formula provided by nature for the evaluation of human beings in general. It is an inescapable fact, but fortunate, because lacking a formula for the selection of a successful man, one must rely upon three stable factors: Ability, Personality and Character. All these three, I told my friend, must be weighed in terms of these qualities by all applicants for membership in this Association.

There is no substitute for ABILITY, for it is a badge that is won not lightly, it is a record of performance, a laurel bestowed

by personal demonstration and not by ancestry or fortune.

PERSONALITY is that light by which ability makes its way, it is the combination of many intangibles, its spark is engendered by personal contact. The man is fortunate who is endowed with a warm, contagious personality, for he will win many friends for himself and his Association.

The greatest of these three, of course, is CHARACTER. Personality has the power to open many doors, but character must keep them open. It must turn a cordial greeting into friendship, convert a promise into a pact, make the flimsy structure into an enduring edifice. Character is what every man seeks in another, for it is the priceless possession of an individual.

This Association, any organization, is really a very simple thing—it is the length and shadow of a group of men, a multiplication of hands and brains, an association of men with a purpose. No matter how great in resources and man power an association may be, it cannot move an inch along the road except on human feet; only human hands can welcome you through its portals, the voice that speaks for you is just another human voice like your own.

Therefore, an Association must have character to endure, even as it must have

ability and personality to achieve, but the individuals, the membership, contribute that character, and it flows back to them and gives them strength and inspiration which acquires life and movement and leaves its imprint upon the public.

CHARACTER. Let us keep it by us! ♦

## TEXAS

HOUSTON—No news from Texas this month. In fact the terrific gale of late September blew the column right out of the October REVIEW.

Our fair city was directly in the path of a tropical hurricane that struck about ten o'clock the evening of September 23rd. The 80-mile wind did considerable damage, especially to our out-moded power and light system.

Storm damage to the coin machine industry was heavy; especially along the 60-mile Gulf coastline where the blow struck. Most all equipment in that territory, including about 50 phonographs, was of total loss. There was also, of course, plenty of damage in the towns between Houston and the Coast and further inland for about 100 miles. Absence of electricity for three to six days worked a hardship on equipment, particularly phonographs, on locations.

Galveston was out of the storm's path and sustained no actual damage worth mentioning. Business was at a standstill for a day or so until the storm did decide where to strike. High tides, lashing over the seawall at times, caused many to leave the city; and a heavy downpour of rain that followed the storm did slight damage.

John G. Wright. ♦

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# Coast Associations Aid Government In Collecting New Federal Use Tax

LOS ANGELES—The Associated Operators of Los Angeles County, comprising the amusement machine operators in the most densely populated county in the state, and the Amusement Merchants' Association, Inc., composed of operators of like devices in the San Francisco Bay Area, are working with the Bureau of Internal Revenue in compiling lists of operators in the state of California and preventing delinquency penalties being assessed upon these operators.

Sid Mackin, managing director of the northern group, summarized their activity to date by stating: "Immediately following the final passage of the tax bill, we were called upon by District No. 1 of the Bureau of Internal Revenue to work in conjunction with them in setting up the necessary basic records for collection of the tax in the 48 counties of Northern California making up this particular district of the Bureau. Needless to say, we believe the occasion of the federal tax, aside from an opportunity to demonstrate the willingness of the members of this industry to do their share willingly and gladly toward defraying the cost of the national defense program, is one of the grandest opportunities possible for the industry to solidify and stabilize itself.

"Fortunately, due to the extensive research and business and industrial surveys that we have carried on over the past year, we have been in a position of responding and cooperating with the Bureau immediately. Of course, the machinery for this tax purpose being entirely new, the very nature of the business in California creates many complications and ramifications, all of which we have been able to deal with quite successfully to date. Upon the many rulings yet to come from the Commissioner of Internal Revenue at Washington, D. C., will depend the ultimate effect. At any rate, it is pleasing to note that the large majority of regular operators in this area have responded beautifully in cooperating with this association, thereby enabling us to obtain a very favorable reaction towards the industry as a whole.

"The program we have entered into to develop as nearly as possible 100 per cent the information required to make this tax collection machinery function smoothly is basically simple. Through the cooperation of the jobbers in the area, we were immediately able to circularize every member of the industry in Northern California; second, a general informative bulletin on the subject has been issued also to all operators in Northern California. The next step, which will be taken immediately upon official information being received from Washington, will be to have a Northern California general meeting in San Francisco at which time we will have a representative of the Bureau present to outline the tax procedure. Following this general meeting we plan a series of regional meetings in the various regional centers throughout the 48 counties in Northern California. As this plan progresses, of course, there will be many educational and informative bulletins issued in order to keep everyone properly posted and to keep confusion, misunderstanding and misinformation at a minimum."

In Southern California "Curley" Robin-

son, managing director of the Associated Operators of Los Angeles County has followed a like program and assisted the Bureau, whose district comprises the 10 Southern Counties, prepare a list of all operators in the South. Bulletins have likewise been mailed informing all operators of the tax and the information now available. ♦

## THE TAX BILL

### PART IX COIN OPERATED AMUSEMENT & GAMING DEVICES, SECTION 3267, TAX ON COIN OPERATED AMUSEMENT & GAMING DEVICES.

A—Rate every person who maintains for use or permits the use of, on any place or premise occupied by him, a coin operated amusement or gaming device shall pay a special tax as follows:

- (1) \$10.00 per year in the case of a device defined in clause (1) of subsection (b).
- (2) \$50.00 per year in the case of a device defined in clause (2) of subsection (b), and
- (3) \$10.00 or \$50.00 as the case may be, for each additional device so maintained or the use of which is so permitted. If one such device is replaced by another, such other device shall not be considered an additional device.

B—Definition—as used in this part, the term coin-operated amusement and gaming devices means:

- (1) So-called pinball and other similar amusement machines, operated by means of the insertion of a coin, token or object, and
- (2) So-called slot machines which operate by means of insertion of a coin, token, or similar object and which, by application of the element of chance, may deliver, or entitle the person playing or operating the machine to receive cash, premiums, merchandise, or tokens. The term does not include bona fide vending machines in which are not incorporated gaming or amusement features.

C—Applicability of Administrative Provisions—An operator of a place or premises who maintains for use or permits the use of any coin-operated device shall be considered, for the purpose of sub-chapter (B) to be engaged in a trade or business in respect of each such device.

D—Effective Date of Tax—With respect to the year ending June 30, 1942, no tax shall be payable under this part for any period prior to October 1, 1941.

E—Penalty—5 per cent for 30 days or fraction of delinquency up to 25 per cent.

Commissioner of Internal Revenue,  
Washington, D. C.

\* \* \*

Mrs. Scarponi (standing in swimming pool up to her neck): "My goodness, Tony, where's da baby?"

Mr. Scarponi (beside her): "He's all right. I gotta him by da hand." ♦

## TAX DATA

✓The Federal Tax is on locations.  
✓Effective date of Tax is October 1, 1941.

✓Final payment date of Tax is not yet ascertained. (Sufficient time will be allowed for proper filing).

✓Penalty after Tax deadline is established will be 5% for 30 days or fraction of delinquency up to 25%.

✓Tax will be in the form of a revenue stamp to be posted in each location. The number of machines being operated will govern the number of stamps required for each location.

✓Tax year will run from June 30th to June 30th.

✓First Tax will be paid for period beginning October 1, 1941 to June 30th, 1942.

✓Tax declaration forms will be available from division offices of the Bureau of Internal Revenue.

✓Many types of equipment will require special rulings. All rulings must come from the Tax Commissioner's Office, Washington, D. C.

✓The Federal Tax is purely a "Tax" and is not a license or permit, and in no way whatsoever does it change the present status of gambling laws in the various states.

## TAX AMOUNTS

\$10.00 per year for marble games and similar amusement devices. 10% of the manufacturer's cost on phonographs. Wall and bar boxes are exempt on first rulings of the Bureau of Internal Revenue.

\$50.00 per year for gambling devices such as slot machines and consoles.

8% of the regular wholesale price of phonograph records.

2c per thousand on matches.

## EXEMPTIONS

Bona fide vending machines dispensing merchandise such as candy, gum, cigarettes, peanuts and the like, and which do not have gaming features incorporated, are exempt from taxation.

Other specific exemptions include:

Electric eye targets.  
Air rifles.  
Grips.  
General Arcade Equipment.  
Baseball, football, basketball.  
Fortune-telling devices.  
Coin-operated movie boxes.  
Scales.  
Wall boxes.  
Phonographs.

If only entertainment is coin-operated phonograph and space is provided where patrons may dance the 5% cabaret tax does not apply.

## IMPORTANT NOTICE

This tax data has been assembled from reliable sources and is correct as of October 10—the date on which this page was prepared for publication. However, important changes were made three different times while this material was being set in type and new and varied interpretations are possible still as the Bureau of Internal Revenue studies the field more closely. Write or 'phone THE REVIEW for latest rulings. ♦

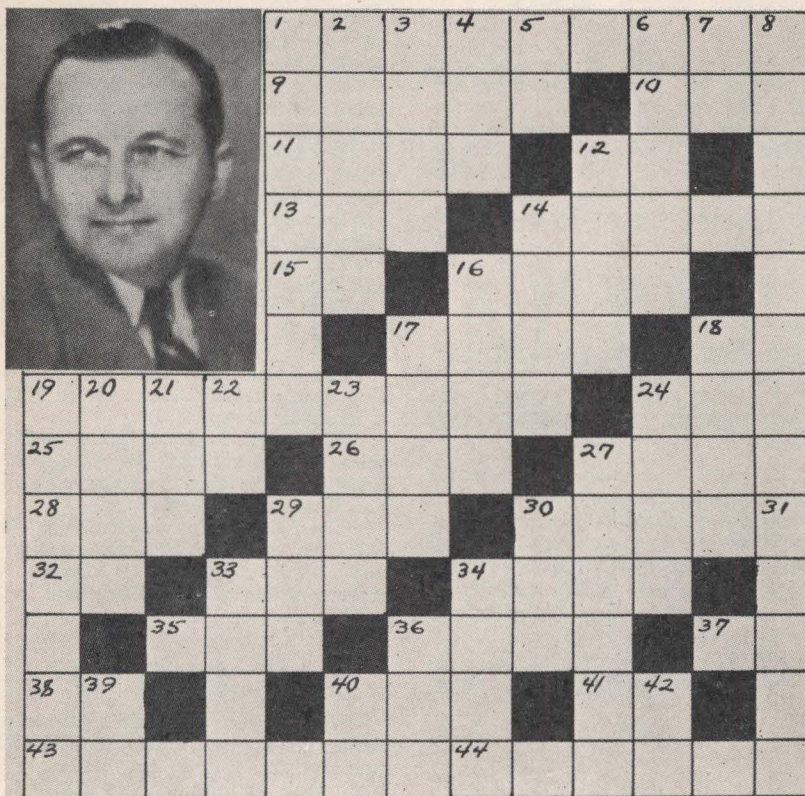
COIN  
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FOR  
OCTOBER  
1941



# The COIN-QUIZ



## ACROSS

1. Initials and last name of gent shown in the picture; Western Regional Manager Packard Mfg. Corp.
9. Consumer.
10. No type of snake to fool around.
11. What one's income tax ills always do to one.
12. What the operator gives a new machine.
13. Man's name.
14. It seems that all one does is ——— one's money.
15. Printer's measure.
16. Oceans.
17. Most important part of the "one armed bandit" machine.
18. Male relation; abbrev.
19. What to do to keep from letting the "draft" get you.

24. London Entomologist Society; abbrev.
25. A metal.
26. Aged.
27. What Jack Horner stuck his finger in.
28. Central English Workers; abbrev.
29. None in particular.
30. This secretes things in one's body.
32. Till sale; abbrev.
33. Congress of Industrial Engineers; abbrev.
34. Valuable.
35. Because of.
36. Advise necessary.
37. Kind of electricity; abbrev.
38. Egyptian Sun God.
40. Part of one's foot.
41. Either.
43. Manufacturer of the Univender.
44. West Coast distributor, Du Grenier machines.

## DOWN

1. Part of country for which he is responsible.
2. Consumed.
3. Male equine.
4. Comparative word ending.
5. Title of respect for men.
6. Musical instruments.
7. The wrong answer; sometimes.
8. His business is at 2837 W. Pico Blvd., Los Angeles.
12. Woman's name.
14. Mystic.
16. Plants grow from this.
17. Depend upon.
18. Existed.
19. Brand of popular record; plural.
20. Native minerals.
21. Not high.
22. A prefix.
23. Musical sound.
24. One who doesn't tell the truth.
27. Made by Packard Mfg. Company.
29. We couldn't live without this.
30. Command for a horse.
31. Bing Crosby makes records for ———.
33. What goes in our machines.
34. The bottom of the ocean is pretty ———.
36. Act.
39. On a given spot.
40. Initials of one of the Roosevelt presidents.
42. An Eastern State; abbrev.

(See solution to this month's puzzle on Classified Ad Page.)

\* \* \*

We were going to tell a joke here about making love in a rumble seat.—But there isn't room enough for it. ♦

COIN  
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REVIEW

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FOR  
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1941

## CASH FOR GOOD ROUTE

I am interested in buying a good route of 1-ball or 5-ball Marble Games in Los Angeles County. I am prepared to handle any size operation at any just price.

Write me confidentially giving all facts and particulars.

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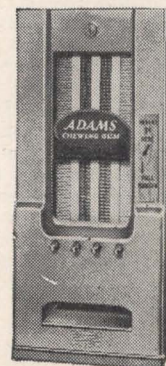
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# BATTLIN' JANE

## A Hellion If Ever There Was One

An Out-of-the-Industry Feature

By ROBERT M. HYATT

With the cunning of an Indian, the girl crept across the hot rocks, holding her rifle. The morning sunlight was coppery on her hair. She crawled to the top of a low ridge, eased up behind a rock and lay still. With utmost caution she peered around the rock into the valley below.

She tensed, her eyes narrowed to sharp alertness. For a full minute she studied the Sioux Indian camp. Then, just as carefully, she crept back down the ridge and leaped into her saddle.

She raced toward the company of U. S. Cavalry riding toward her over the shimmering prairie—the outfit for which she worked as a scout.

Captain Pat Egan spurred his horse ahead of his troopers. There was deep concern on his Irish face.

"What is it, Jane?"

"A band of Sioux. About two hundred lodges."

"That means about five hundred warriors," Egan said. "We'll charge 'em—catch 'em by surprise!"

The captain turned away and by a sweep of his hand ordered his company of two hundred cavalymen to deploy into a line of charge. Jane wheeled her mount and fell in with the troopers.

Silently the soldiers moved forward until they were fanned out behind the hilltop. Then the captain signalled to the bugler. The sharp pulsating blast to charge rang out on the still air.

Sabers flashed, hooves thundered. Over the hill and down upon that horde of yelling Indians galloped the cavalymen. The Sioux, fearless and savage fighters, rushed to meet their enemies.

The fighting was fierce and bloody. Redskins went down, screaming their death cries. A dozen soldiers were shot from their saddles.

Jane was in the midst of the slaughter, firing her Krag with deadly accuracy. While reloading, a warrior snatched her bridle reins, then lunged for her with a knife. Jane swung and smashed the buck under the chin with her rifle-butt. A big trooper fighting next to her whipped his saber across the Indian's skull, felling him.

The battle spread out. Captain Egan signalled for the company to swing from the scene of the fray, into the hills, and again charge the Sioux. The soldiers obeyed the command, Egan himself was slow in riding off with his troopers. As a result, he was left alone, almost surrounded by the Sioux.

The yelling horde charged him, shot his horse from under him. The horse fell and pinned him to the ground. An Indian immediately made a dive for the helpless officer.

At this moment Jane glanced back and saw the captain's predicament. She whirled her horse and raced to his aid. As she came up, the savage was swinging a long knife to slit Egan's throat. Jane shot him

dead, then reached down and helped the officer from under his horse. Egan sprang up behind the girl, and together they raced for safety.

Captain Egan, when they reached their ranks, said to Jane, "You're a mighty wonderful person to have around in times of calamity!" It was a momentous statement.

This daring girl—Martha Jane Canary—was born in Princeton, Missouri, May 1, 1852. Her parents, Bob and Charlotte Canary, were pretty wild. Bob dealt cards in gambling halls. Charlotte was a dancer in rough mining camps. As a consequence, Jane and her two younger sisters didn't have much home life.

Jane ran away from home when she was fifteen, taking a job as waitress and maid in Green River, Wyoming. It was during this time that a side of her character, which was to show itself at various times during her hectic life, revealed itself. An epidemic of what frontier doctors called "black diphtheria" struck the country. Jane ignored the dangers of contagion and imperiled her life by nursing the victims of the dreadful disease.

Shortly after this, she strode into a saloon where two tenderfeet were drinking beer and laughingly telling the bartender that they thought the West was a pretty tame place. Jane drew a sixgun and shot the hat off one of the pilgrims. When the other indignantly remonstrated with her, she made him dance a jig by firing a barrage of shots at his feet!

Jane got tipsy one time in Sheridan, Wyoming, and shot up the town. She came near killing a sheepherder and the town marshall. The anxious citizens took up a collection and paid her fare to Newcastle to get rid of her.

Although Jane Canary became quite notorious as a dance hall girl in various frontier towns, this life was too dull for her. She craved excitement, thrills. So she turned her hand to employment that no woman had ever before or has since tried. At different times she was a bull-whacker on freight wagons that rolled through hostile Indian country; a section hand helping to build the Union Pacific railroad; a trapper and prospector; a scout and Indian fighter; and, some said, a very efficient road agent, or outlaw.

Frequently her employers didn't know that she was a girl, or they wouldn't have hired her. When wearing buckskin pants and coat and a brace of sixguns, she could pose as a man and easily get away with it.

Jane was a scout for General Crook during his campaign against the Sioux. She fought in most of the battles. She scouted along the Rosebud, and carried messages across the plains from Crook to Terry, and from Crook to Custer.

It was only by an accident that she was saved from being with General Custer when

he and his entire command were massacred on the Little Big Horn. While trying to reach Custer with important dispatches, she swam her horse across the Platte River in flood, and was stricken with pneumonia. She turned back to Fort Fetterman, and while she was laid up in the hospital there, Custer made his now famous last stand.

In 1878, a disastrous epidemic of diphtheria swept through South Dakota mining and freighting camps. Jane Canary was there at the time. Again she became a nurse. Men by the scores lay stricken in their cabins. No one would go near them, for fear of contracting the dread malady. But Jane wasn't afraid of disease, Indians or anything else.

Day and night, during the terrible plague, she ministered to the sick men, bathed them, wrote letters, comforted the dying.

Not long after this she was arrested and brought before a justice of the peace for picking a man's pocket of thirty dollars in a dance hall. Jane blushed innocently and glibly explained that the money was needed to send a dance hall girl to the hospital. She was released with the court's apologies.

Jane rode with Wild Bill Hickok into Deadwood, South Dakota, in 1876. She liked the town and was to call it home for the remainder of her life. Wild Bill spent his time gambling, while Jane found excitement in such things as riding into isolated settlements to warn of Indian uprisings, and of helping Colorado Charlie and Bloody Dick Seymour fight off a gang of road agents who tried to rob the stage on which they were passengers.

When Jack McCall slipped up behind Wild Bill and sent a bullet through his head, Jane hunted down the assassin. She found him in a butcher store cowering behind a side of beef. She grabbed a meat cleaver and would have beaten McCall's brains out if a posse hadn't come upon the scene. The murderer later was hanged for his crime.

So much had been written about the wild exploits of this amazing girl that in her later years she was a national figure. She was persuaded to go into the show business and capitalize on her fame. But being badly managed, the venture was unsuccessful. Jane went broke, and it was Buffalo Bill Cody who paid her fare back to Deadwood.

On an August day in 1903, Jane was taken sick in a barroom. Friends took her home and put her to bed. She became worse, and talked deliriously of the past—her dance hall days, her Indian fights, her scouting expeditions for the U. S. Army.

She regained consciousness once, spoke to the group of friends hovering around her bed. She said, "I want you to bury me by Wild Bill Hickok's side."

Thus died one of America's most astonishing characters — Martha Jane Canary, better known as Calamity Jane. ♦

## Bennett Passes In Arizona

PHOENIX, Ariz.—Ben V. Bennett, head of Bennett's Music Co., passed away here on September 20th. Bennett was one of the largest operators and distributors of coin-controlled equipment in Arizona and New Mexico.

The Bennett Co. will continue to do business as in the past and will carry the same exclusive distributorships in the future, according to an announcement made the first of October. ♦

COIN  
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REVIEW

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1941



# PHILADELPHIA

PHILADELPHIA—The creator of the powerful Phonograph Operators Association of Eastern Pennsylvania and New Jersey, popular and capable Frank Hammond, is no longer actively associated with the organization which he nursed into the most influential business association in the nation.

The departure of Frank Hammond from his position as business manager of the Association was a shock to all operators. However, all expressed their best wishes for his success and many operators attended a special party for Hammond after the meeting of September 11. On this occasion the officers expressed their high regard for Hammond. He was also presented with a suitable gift from the members.

Hammond assumed duties of general manager of the Tri-State Music Co., Harrisburg, Pa., and will have complete charge of three offices maintained by the company, largest music machine operator in the central Pennsylvania area. He will maintain his headquarters at the company's main office in Harrisburg but will also regularly contact the managers of the organization's two other branches in Lancaster and York.

The former Phonograph Association business manager became associated with Mack Esterson and Sol Hoffman, proprietors of Tri-State, after a long and varied experience in all fields of the phonograph industry. Before assuming direction of the Association Hammond was field representative in this territory for the Mills Manufacturing Co. and worked with the Keystone Mfg. Co., local Mills distributor. Hammond plans to accept distributorship of many additional items besides the Buck-

ley Music Systems now sold by Tri-State in the middle State district.

The position of business manager of the Phonograph Operators Association vacated by Hammond will not be filled at the present time but the duties will be handled by Edna Gallagher, long time secretary to Hammond. She is thoroughly conversant with the work and will also have the assistance of all officers of the organization, each of whom will devote some time to collaborate with her in handling the work.

Our sincerest congratulations to charming Molly Zamble, office manager of the High Point Amusement Co., owned by affable Maury Finkel, who was married to Marty Brownstein at the swanky Ambassador Hall on Sunday, September 28.

A number of new penny-arcades are being opened around town by Joey Ray, former prize-fighter, with the best-looking spot at Ridge Ave. and Dauphin St. Many established operators are also showing interest in these outfits and opening stores of their own. During the summer the locations of operators in all summer spots were profitable, inducing thoughts of fall spots.

Operators have been clearing a veritable harvest of profit on the Victor and Bluebird recordings of the solid line-up of bands appearing at the Earle theatre, only local house featuring "names." Starting out with Vaughn Monroe the Earle had a succession of Bluebird orchestras with Tony Pastor followed by Alvino Rey and The King Sisters to be replaced by Glenn Miller, who set a house record by playing five and six shows on some days of his one week showing, while Jan Savitt, localad, ended a September month of "hit bands." Larry Clinton starts October at the Earle and Sammy Kaye follows during the second week of the month.

Operators will soon have a new coin-operated machine in a mechanical hotdog vendor which was mentioned in a local newspaper advertisement. Some operators are already investigating the product for immediate placement.

"Elmer's Tune," by Glenn Miller, is a song that operators are collecting plenty of nickels from and Vaughn Monroe's "Sam, You Made the Pants Too Long," as sung by Zibby Talent is an amusing number that brings in lots of coins.

Plenty of nickels in machines of Universal Amusement paid for the new home of Artie Pockrass in the ritzy Main Line area where he purchased a \$18,000 home in Bryn Mawr.

Another new location using coin machines in an arcade is the one opened by John Booker on North 21st St.

The Coleman Vending Machine Mart on Race Street will hereafter be known as the Robert Kline Vending Machine Mart according to an announcement made the first of October.

Harry Bortnick ♦

## War of Protests Won by Fielding

MONTREAL—The Yanks Are Comin'—into Canada—with coin machines, a march of victory ending a war between the Canadian customs and United States industry which was highlighted by the booms of protests. Bull Fielding, Windsor, Ontario, is victor!

The battle grew out of the Canadian War Exchange Conservation Act passed last December, prohibiting the importation of unnecessary articles, including gaming equipment, into Canada.

Bull Fielding, when refused an import license, protested that he had placed his order in the United States before the law became effective. The Canadian authorities were adamant. So, Fielding turned to the U. S. manufacturer who protested vigorously in Washington, declaring this was a flagrant and disgraceful case of discrimination against U. S. industry. It wasn't long before those machines of Fielding's were the subject of diplomatic correspondence between the State Department and the Canadian Department of External Affairs.

Once again came a protest, this time from the Canadian Exchange Control Board. The Customs Department protested. The Department of External Affairs protested. But the U. S. State Department suggested that this was no time to refuse a request of this kind.

Bull Fielding has his coin machines. ♦

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1c Snacks 3 col. 8.95  
1c Burel 3 col. 9.95  
1c Adams Gum Vend. 6 col. slugproof 7.50

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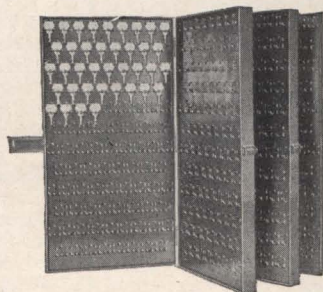
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# NEW LOCATIONS FOR COIN MACHINES

## The Small Hotel

By HAROLD S. KAHM

One of the most dependable opportunities in the coin machine industry has for the most part been completely overlooked. It is the small hotel, numbering into the thousands, and outnumbering the big hotels on a twenty-to-one scale.

Let's take a look at the hotel situation for a moment. The big, first-class hotels whose rates may start at \$2.50 per night for a single room, are usually centrally located. Likely as not there is a drug store at the corner. There is a coffee shop in the hotel, and perhaps two or three more restaurants besides. There may be a flower shop, and there is certainly a cigar stand handling tobacco, candy, postcards and magazines. Such hotels may afford excellent locations for various types of amusement machines.

But now let's look at the other hotels—those whose rates range from \$1.00 per night for a single room, to \$1.50 (with bath), and in the south and other lower-scale economic sections, 75c up. The cheapest hotels, the "flop-houses" are not included in this study. There is generally a wide difference between the man who pays 35c a night for a room to sleep in, and one who pays 75c or \$1.00, or more. The great majority of hotels in the United States are in the \$1.00 category despite the fact that they seem less visible to the stranger arriving in town. The big first-class hotels command the eye by virtue of size and location. The smaller hotels, on the side streets, likely as not make but a small bid for attention. They do business quietly. And many of these little hotels are models of cleanliness, good service and they offer every comfort and convenience. They lack size, location and "front." Such a hotel may have thirty or forty rooms as opposed to the multi-hundred rooms of the giants.

But there is a significant point: Ten little forty-room hotels are twice as big as one impressive 200-room hostelry with a roof garden. Four hundred guests are twice as many as two hundred. These figures are mentioned only to show that because a hotel is small and comparatively obscure it doesn't mean that it is beyond consideration. These small hotels make money.

Now we approach some facts concerning the relationship between these little hotels (don't forget there are *thousands* of them!) and the coin machine operator who is interested in finding new locations.

First, there is the fact about the small hotel seldom being handily located near a drug store. In fact, the out-of-the-way location, likely as not, may be the reason for the low rates. The drug store that is located next to a hotel does a good deal of business with the guests of that hotel. They drop in for razor blades, tooth paste, shaving cream, candy, refreshments, and a variety of other merchandise. But the guest of the small hotel, however much his consumption of these items is comparable to that of the big-hotel guest, must do one of two things: He can walk to the nearest drug store, which may be anywhere from one to five blocks or more distant, or he can go without.

Convenient location has been proved by exhaustive tests and research to be one of

the biggest business-getting factors in existence. Human beings follow the path of least resistance, and you will patronize the store nearest to you. As the guest of a small hotel you will patronize a candy machine in the lobby before you will walk to the corner, or to the next block to make the same purchase. And if the nearest store is three blocks away you will certainly patronize the machine in the lobby!

I have personally investigated literally hundreds of small, out-of-the-way hotels. Many of them deal with transients, others specialize in guests who stay on a weekly or monthly basis. Some of these hotels have installed miniature candy and cigarette counters of their own as a convenience for guests, but the majority have not done this. It is too much trouble for them. A few have amusement machines, generally pin-ball games, in the lobbies, but most of them have nothing of this sort. Some of them carry soft drinks as a service to the guests, but most of them do not.

Well, gentlemen, here is a wide-open, little-touched field for coin machine operators. And the beauty of it is that the hotel owners are anxious to give every additional service they can to their guests—and coin machines can offer this service. Coin machines can make up for the fact that the hotel has no convenient drug store.

Let's get down to cases. What are the exact types of machines and merchandise suited for the small hotel locations? In the drug store field we find razor blades, both single and double-edged, sanitary napkins, shaving cream, tooth paste, candy, cigarettes, cigars, soft drinks, and other items. Hotel guests are particularly large consumers of shaving materials and tooth paste; they're always forgetting them—leaving them behind in the last town.

Shoe polish is another item of real possibilities for the small hotel, particularly those catering to transients. The man who pays a low rate for a hotel room is travelling on an economy budget, and the chances are twenty-to-one he is travelling on business of some kind. He knows the value of well-shined shoes and would rather, because of his restricted economy, shine his own. A handy machine vending black, brown and tan polish is just the right temptation for him. And the percentage of profit in this line is very high.

In a larger city where an operator may cover a chain of small hotels within a short distance of each other, making servicing easy, food items such as sandwiches, apples, oranges and cookies constitute a dependable money-making source. The

reason is psychological. Strangers in a city are frequently bored, and the psychologists have discovered that bored individuals go in for munching on a grand scale! A man often as not buys a candy bar not because he is really hungry for one but *because it is something to do!* Think back and analyze your own motives in the past! The same thing holds true to a large extent of chewing gum. Food vendors will do business in small, transient hotels.

Travellers frequently run out of clean handkerchiefs. They use up their supply and haven't time to wait in one city long enough to get them laundered. Or they forget to give out their laundry because they are accustomed to having someone else—a wife or a mother—think of this for them. So the obvious answer is a handkerchief vending machine in the lobby.

Nor can one overlook the fact that most men hate to write letters, and therefore prefer to send postcards because these are so much smaller and don't require so much writing. Most small hotels don't sell post cards. Biggest of all sellers could be regular government penny postcards, sold at 4 for a nickel. Not only are these cards smaller than letters, but they are cheaper, and fit the small hotel guest's economy better. These post cards are seldom available except at post offices, and the nearest post office is nearly always too far away to be convenient. The patron will be only too glad to pay an extra penny for the service. This type of business is slow, steady, and you don't have to be afraid the novelty might wear off. The hotel owner, incidentally, likely as not will grant space for such a vendor free of charge, as it is a fine service for his guests, and costs him nothing.

Amusement machines, of course, represent a good bet for the small hotel as they do for the large one. Also in demand are machines vending books, for few small hotels sell reading material, and paper-bound books are in demand at all times, especially the five and ten-cent sellers. Moreover, unlike magazines, the books don't get out of date quickly. They are, most of them, good for years.

So there you have a glimpse of what may be one of the most substantial opportunities in the coin machine business—the small hotel. Why not look into it? ♦

## Thornton Returns

YUMA, Ariz.—Jack A. Thornton, prominent operator in this area, has returned to Yuma following a six weeks health seeking vacation.

He's in the pink of condition now, for which his many friends are grateful. ♦

\* \* \*

"I don't know what Bill does with his money. He was short yesterday and he's short again today."

"Is he trying to borrow from you?"

"No, hang it! I'm trying to borrow from him." ♦

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# ST. LOUIS

ST. LOUIS—A camera shop and a music machine might seem a long way apart but a recent request in this city might well be a tip-off for a lush, new trail to locations. A telephone call from Clayton, a suburb, from the owner of a large camera store had local operators saying, "Oh, yeah?" to themselves. The camera man was requesting a phonograph installation. One of the boys with a soul for adventure topping his fear of being a joke victim, went out with an old machine to investi-

gate the request. He discovered that the camera store had a rental darkroom service, meaning that from 10 to 20 persons were there for hours at a stretch, developing and printing their work. The tiresome task became a pleasant one with the monotony broken by music. A phonograph wall box is getting a heavy play there!

September continued the string of consistently heavy-business months which St. Louis coin machine operators have been enjoying. Phonographs, new or used, were scarce, with almost none available from local jobbers. Proof of the scarcity of top flight machines is now appearing in the fact that numerous old-timers have been rescued from rural routes and moved back into the city. Noel Read, former service man with Martin Balensiefer who went into operating in Southern Missouri, visited several friends in St. Louis early in the month, explaining that his worst problem was preventing some of the larger city operators from buying him out altogether.

The Associated Phonograph Owners of St. Louis' Association met at Hotel Melbourne recently to discuss the new defense tax on coin operated amusement machines. John LaBan of AMI Music presided, pointing out that this tax is one of the few on which the operator had no grounds for argument during the past ten years. Cited as stellar tax examples were the numerous city levies and licenses which have come and gone, and a state tax proposed last year, which was defeated by good work on the part of the association's legal counsel, Dewey Godfrey.

Also discussed was the problem of supplying new machines to location owners who now find that they are getting considerably older equipment. Most such complain bitterly to the operator, who stands a considerable chance of losing his location owner's goodwill. According to Mike Luzaich a typical small operator, this problem has been piled atop a dozen others in keeping the string active. "Best solution to the location owner who has been used to having the cream of the country's new machines in his tavern, restaurant, etc.," Mike opines, "is to spend a little extra time in explaining to him why no new phonographs are available, and why the best we can do for him is to give him the best machines we can get hold of and leave it at that." Mike has read up on the subject thoroughly, can tell most of his location owners exactly where essential plastics, electrical wiring, aluminum and other integral metals have gone.

At the meeting, the regular attendance prize drawing came up with the name of Dick Westbrook, who was not there. Consequently, secretary Ed Fisher announced, next month's drawing will be for \$30.

A general housewarming was held recently by Vincent Sieve, St. Louis operator who has completed a new home in North St. Louis. Vincent, who will be remem-

bered for his near-fatal accident enroute to the Coin Show two years ago, is now hale and hearty, and buying new equipment as fast as it can be purchased.

McCall Novelty Co., headed by Andy McCall, has sold its entire stock of used machines, including many taken off the routes when Andy recently renewed equipment as a safeguard against the probability of not being able to get more. Andy now has universally-new equipment on most locations, is enjoying excellent business as a result. Purchaser of most of his old equipment was the Olive Novelty Co., whose reconditioning shop has enlarged, according to Al Haneklau and Ben Axelrod of the company.

Elmer Schewe of Schewe Novelty Co., operating firm which recently moved on Union Boulevard, has pulled in most of the machines he has been using for rental purposes, finding them for the most part more valuable out on location. Elmer's large stock of machines are all working at present, despite the fact that he at one time kept a stock of six or more ready for rental use at home parties, school dances, etc. Plenty of new locations open is the reason for temporary discontinuance of rental business.

Harry Siegel, prominent phonograph operator who has been hospitalized for several weeks with a serious case of stomach ulcers, has returned to the routes, glad to see his friends under other than hospital conditions.

Lee Turner Novelty Co., phonograph firm, surprised every member of the coin machine fraternity with the gift of lead pencils two feet long a few days ago.

Ed Fisher, secretary of the Associated Phonograph Owners, has taken his husky six-foot-two frame to bed with a cold, first time he has failed to officiate at the Market street headquarters of the group for several years. Fellow official John Maloney, of the foghorn voice, is also down, in this case with pink-eye. "Fine disease for a grown man," Maloney growls.

Mills Panoram equipment is beginning to make its appearance on the routes of Fred Lehmkuhl, who is pioneering it in the St. Louis area. One installed in Cafferetta's restaurant, famous mid-town steak house, is showing good returns, as are several others spotted in downtown hotels and night spots. On weekend nights, patrons have actually lined up to play the new machines, according to Lehmkuhl.

W. L. Amusement Co. has branched out into the soundies field for the second time.

Bill Illig, phonograph and pintable operator, has returned from a lengthy vacation in California sporting about twenty pounds of additional avoirdupois.

Carl Trippe of Ideal Novelty Co. made a hurried trip to Miami early in the month with Jack Rosenberg, route manager, both remaining long enough to absorb a heavy sunburn. They also found time to hire a

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Advance Shockers, used . . .	7.00	Exhibit Racer, 1c . . . . .	39.50	Pingo, 1c . . . . .	12.50
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A.B.T. Model F Targets . . . . .	9.50	Foto Mirror, 2 for 10c . . . . .	125.00	Slap Target, 1c . . . . .	5.00
Bally Racer 1c . . . . .	24.50	Foto Mirror, 4 for 10c . . . . .	125.00	Test Your Lungs . . . . .	5.00
Bally Bull's-Eye Gun . . . . .	37.50	Love Is Blind, Fortune Teller . . .	7.50	View-a-Scopes, 1c, 5c . . . .	17.50
Bally Sky Battle, like new . . .	139.50	Mutoscopes, Moving Pictures . . .	25.00	Wind Jammer . . . . .	69.50
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boat for a bit of deep sea fishing, returning with a huge game fish which neither is able to identify, but which will be stuffed and framed in Ideal's office and showroom. Carl is becoming a heavy traveler, what with a trip to Mexico and the Miami jaunt a few weeks apart.

Ted Key, Farmington, Missouri, operator, is scratching his head in amazement. He hopefully put in an order for a new Rock-Ola Tone Column with his distributor, was notified three days later to come and pick it up. "After I waited eight weeks for a single part for another machine," Ted muses.

Eugene Cotter, Frankfort, Ill., operator who is considerably enlarging his string because of the oil boom near his city, purchased new Rock-Ola equipment during the month past.

Abe Jeffers, president, and all members of the Missouri Cigarette Merchandiser's Association, are patting themselves on the back heartily as the result of a final price standardization for cigarettes within the city limits. This, setting an ultimate price of 15 cents for all popular brands, has eliminated the necessity of burning the midnight oil inserting coins under the wrappers of cigarette packs, has cut in half the load under which most operators have been working.

Harvey Brown, Festus, Mo., operator, has purchased a new two-ton truck for hauling equipment over widely scattered spots. To give authenticity to his advertised title of, "The Music Man," the truck has a loudspeaker system; will play hit-of-the-week phonograph records while in service. Brown feels that it pays to advertise!

A somewhat unusual promotion is being staged by W. Betz and Martin Balensiefer of W. B. Novelty Co., who are holding a huge sale to the public of old reconditioned phonographs for home painting and use in rathskellers, party rooms, etc. A huge red and white sign has been hung across the front of the store, reading "Non-Coin Operated Phonographs for Rathskellers, for Your Parties! \$25.00 Up!" Thus selling to the "lay public," Betz and Balensiefer have a long list of antiquated machines, taken off routes in Wichita, Kan., Kansas City and St. Louis, to offer and are finding the response excellent.

The bowling team of Ideal Novelty Co. has won eight out of twelve matches in the City League, as good a record as it accomplished during the whole 1940 season, according to Leo Wichlan, veteran captain of the team.

Melvin Winston has been appointed auditor for Ideal Novelty Co., replacing Al Keshner, who is toting a machine gun in Louisiana with Uncle Sam's new army.

Sam Singer of Royal Novelty Co., after

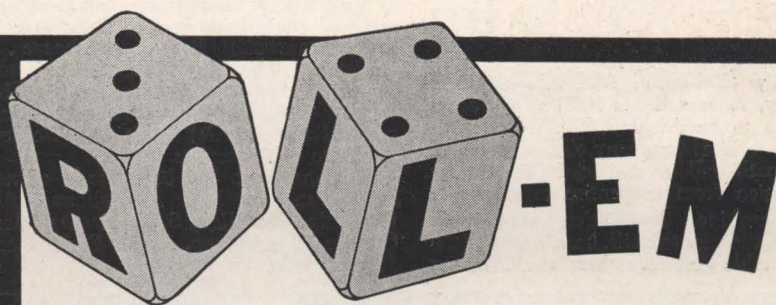
getting settled in a new location, bought himself a new grey Oldsmobile. In two weeks he has managed to bang up the rear fender and the radiator grille, is looking for a complete accident to put him out of commission entirely.

Leo Bode, South St. Louis operator, is ill with influenza. Friends sent him a portable radio, flowers, and a glowing account of the recent Cardinal-Dodger baseball series to keep him happy.

Famous-Barr Co., largest middlewestern department store, has recently placed soft-drink coin operated vending machines on all floors for the benefit of employees who voted on the proposition.

The Missouri Amusement Machine Operator's Association, headed by Louis Morris, met recently at the Melbourne Hotel, and planned for the coming election of officers. A committee from the association which will make recommendations to the local tax office as to how the pintable tax can be best collected, has gotten 100 per cent cooperation from operator members. Results of several test cases in local courts over pinball legality and other subjects were aired at the meeting. Harry Raiffe, who recently became a father, was given a huge cigar by the membership.

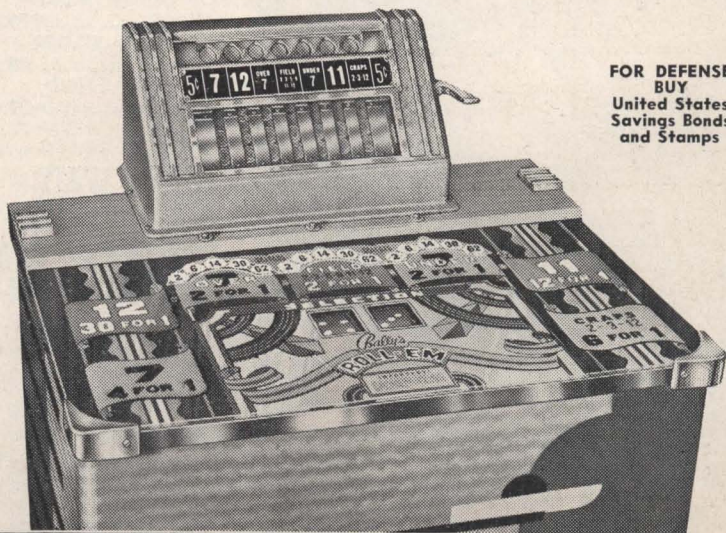
Robert A. Latimer. ♦



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# — On the Coast —

## AOLAC Pledges Defense Stamp Aid

LOS ANGELES—At a membership meeting held at the North Star Auditorium in Los Angeles on September 19th the Associated Operators of Los Angeles County pledged their support and aid in the sale of United States Defense Bonds. Stamp folders were distributed to the members and announcement was made that the Association, through a special arrangement with the Post Office, was now selling Defense Stamps at the offices at 1351 West Washington Boulevard.

Ray Adams, secretary of the Tavern Owners' Association, spoke to the meeting urging closer co-operation between the operators and tavern owners on matters of vital concern to both. Adams pointed out the similarity of interests in such matters as taxes, P. T. A. complaints and local opinion.

"Curley" Robinson, AOLAC's dynamic secretary, recounted his findings on a recent trip to Washington, D. C., and Chicago. He told of the many obstacles placed in his path and of the need for heartier co-operation from the entire membership.

Al Sunshine, Association accountant, spoke on the new tax bill, how it affects the marble table operator, how the new tax

must be met, system of bookkeeping necessary, etc.

Guest speaker of the evening was Martin Mooney, well-known local attorney husband of Polly Moran who is now writing scenarios in Hollywood. Mooney praised the Association and the work it was doing in this county and spoke highly of the generous donations the Association has made to various worthwhile charities.

Meeting was preceded by a buffet dinner at which more than 170 in attendance did away with fifteen huge roast turkeys, 150 pounds of potato salad, 100 pounds of assorted cold meats and half a hundred other delicacies. ♦

## P. B. M. Stages Stag Party

LONG BEACH, Calif. — The average man's dream came true recently and many a Long Beach business man pinched himself and rubbed his eyes to make sure he really was awake! Beer . . . Barbecue . . . Burlesque! The Big Three of a hale and hearty smoker were featured at the First Annual 49er Stag of the Progressive Business Men's Association at Oil Worker's Hall late in September.

Announcement has been made of new association members as follows: Abe Bernstein, Cecil Bull, S. N. Girouard, Jack Guthrie, Roy Mason, L. L. Perkins and John Apostle. ♦

## Review Increases Western Staff

LOS ANGELES—Two more members of the COIN MACHINE REVIEW staff have increased the service available to Western coin machine men. Robert W. Walker, San Francisco, and J. A. Converse, Portland, are the new representatives.

Walker, located at 68 Post Street, San Francisco, Calif., can be reached by telephone at SUTter 6706. Converse, in Portland, Ore., is located at 1007 Terminal Building, with the telephone number of ATwater 2111. ♦

## Soldier Boys Need Coin Help

LOS ANGELES—Opportunity is knocking so loudly on the doors of coin machine operators she is almost breaking them down . . . and back of her stand thousands of young men in brown, the victims of unfair sales discriminations! Young men who need food automats . . . picture machines! Young men with only \$21.00 a month to spend!

When all the radios are blaring patriotic programs and the movies presenting patriotic pictures, you might expect that prices would be lowered to the draftees . . . but, according to an article by Samuel Grafton in *Look Magazine*, Sept. 23rd, the case is just the opposite! Grafton recites a story of pictures, costing civilians 10c, going to the soldiers at 25c . . . coffee, regularly 5c a cup, priced at 10c for the boys from the camps!

Coffee dispensing machines . . . sandwich and ice cream machines . . . machines for taking pictures are the answer to that problem! For there is no injustice in machines! They're like the Four Musketeers, "All for one and one for all!" ♦

## Other Groups Adopt Safe Driving Plan

LOS ANGELES—The Associated Operators of Los Angeles County are assisting other associations in the "Drive Safely" campaign staged so successfully very recently by the local group.

Said Curley Robinson: "This Association has loaned its famous 'Have A Heart' sticker cuts in full colors to the Amusement Merchants' Association in San Francisco and to Max Zimet of the Sicking Co. in Indianapolis. Both of these have requested the cuts for campaigning in their respective cities."

The local group distributed thousands of the stickers in the local area and won considerable goodwill through their efforts. ♦

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## CLEAN UP WITH BIG PROFITS

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Look at These Specials!  
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for Cash on All New  
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NEW Exhibit WEST  
WIND .....\$79.50  
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Games Look and Oper-  
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ALL MAKES OF USED CIGARETTE AND  
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# SAN FRANCISCO

Bud Willis, shop foreman at Jack R. Moore Co., San Francisco believes that it is better to go through life teamed up than single. So a few days ago he presented Marjorie Clerk a great big diamond ring. The marriage date is still a secret.

Pat and Howard of D. D. Patton Co., Turlock, California operators and on a separate occasion, Mr. and Mrs. F. S. Grant of Watsonville, were dinner guests of Johnny Ruggiero last month. In both instances, Johnny wheeled his parties around to Grison's Chicken House in San Francisco.

"Monicker", Bally's sensational new novelty game is one of the most outstanding games introduced this year, according to many operators who have purchased it lately. The Jack R. Moore Co. is busy writing up orders on the new unit.

Joe Adorni of Eureka and Ray Hix of Red Bluff, both operators, were recent visitors in San Francisco. Both like Rock-Ola music machines. Hix says he finds time to attend a few cows and chickens around his Northern California valley home and it looks as though the outdoors is agreeing with him.

Phil Scott, S. F. operator, has just purchased a 37-foot cabin cruiser.

Lou Wolcher, head of Advance Automatic Sales Co. in San Francisco, has just

## To Better Serve

... Operators, Jobbers and Distributors in the Bay Area, **THE REVIEW** has opened offices at 68 Post Street in San Francisco. Robert W. Walker is in charge and coin men are invited to call him at SUtter 6706 for immediate service.

Advertising, subscriptions and news matter will be handled by this new office and friends of **THE REVIEW** in the Bay Area will find Bob Walker ready, willing, and anxious to help you in every way possible.

returned after a month's trip to Chicago, New York and Washington. He came back via Los Angeles.

The Mapes, Ed and Vance, of Mape Music Co., San Francisco, ought to buy commuters' tickets, they travel so much, back and forth, between Los Angeles and San Francisco.

L. S. Lea, owner of Star Novelty Co. of San Francisco, passed away the middle of September at Hoburg's Resort, in Sonoma County, California. Cause: heart attack. Lea had been conducting his operating business at the Resort during the summer months.

Phil Scott, one of San Francisco's leading operators and a leader in personality and in business has two sons in service, one of them in the U. S. Navy and the other with England's Royal Air Force.

Three new members welcomed into San Francisco's A.M.A. at the first Fall meeting, held recently, were L. J. Chipley, George Sere and Frank Campilongo. There was a splendid turnout and of course the main topic of the meeting was discussion of the new federal tax situation.

Carlos Parker, operator at Boulder City and Las Vegas, Nevada, the latter, "Little Reno," convenient to divorcemen and Los Angelenos, was in Oakland recently where

# — On the Coast —

he purchased two more Panoram Soundies from Mills Enterprises, Inc. Parker already has a number of these machines in operation and recently installed wall boxes for them.

"Since we put the wall boxes in," Parker told Warren Taylor of Mills, "our business has increased 40 per cent. The machines are going over with a bang."

In commenting on the new taxes going into effect immediately on coin operating machines, Taylor views this situation as a real opportunity for the industry rather than a drawback. The good which can come of this may offset the actual financial burden, Taylor thinks, and he expresses it this way: "You see," Taylor pointed out, "We're going to be paying vast sums into the federal treasury. We're being recognized as a very big and important source of new revenue to be applied towards the national good and national defense. Business-like, prompt and honest returns on the part of all of us will help establish this industry like nothing else will. It will give us a prestige in the minds of both officials and public alike such as we have never had. And it should make for better cooperation with state officials, too."

Sid Mackin, head of the San Francisco Amusement Merchants Association, has been having the biggest job on his hands since his organization was started, following the final adoption of the new federal tax on coin operated machines. Writing bulletins, attending meetings, making speeches, conferring with both Association members and non-members cooperating with federal tax officials—all these are part of the big program of work that Mackin has laid out for himself. Mackin, among other things, journeyed up to Stockton recently and addressed the Stockton Business Mens' Association, the coin machine group there. Tax matters were discussed. The meeting was presided over by Louis F. Rotto, chairman of the Stockton group. Bill Stull and Fred Abdulah, the two men who are the driving force behind the Stockton group, also spoke.

The San Francisco Amusement Merchants Association, through Mackin, has announced that henceforth, in connection with the working out of the ramifications of the new tax set-up, a complete bulletin service will be mailed out periodically. This service will go not only to the Asso-

ciation members themselves, but to all operators in northern California—some 900.

Robert W. Walker. ♦

## Keene Confuses The Review

LOS ANGELES—The editorial staff of the COIN MACHINE REVIEW, finally had to call on a Chinese to decipher the Jewish New Year's Greeting sent during the recent holiday by A. M. Keene, local operator.

The English wish, "A New Year Greeting With a Good Wish for Every Day" was topped by some odd looking figures and the notation, "This cut isn't Kosher," which proved to be true. All friends of the staff who could read Hebrew shook their heads in bewilderment—but the Chinese laundryman up the street laughed when he read it! He could! It was in his language! It said "Happy New Year." ♦

## Marble Games Buy Bomber

LONG BEACH, Calif.—Sometime within the next few months when you look up into the sky and see a strong, fighting ship sailing along, you can say to yourself, "And to think it was built with marbles!" Because machines in Long Beach and the Long Beach area will raise enough money to build a light bomber.

Marble games have now been classified with billiard and bowling games as "amusement machines" and are taxed \$10 by the Federal government to raise defense funds. ♦

\* \* \*

Warden: "What made you beat up your cell-mate?"

Convict: "He did a dirty trick."

"What was it?"

Convict: "He tore a leaf off the calendar when he knew it was my turn!" ♦

\* \* \*

He: "My wife always wants money."

She: "What does she do with it?"

He: "I don't know. I never give her any." ♦

## "You Bet We'll Take Care of You . . . Right Away!"

Wherever you are in the West . . . there's a Jack R. Moore office to serve you quickly, efficiently, economically!

From the finest music machines to the smallest penny game or merchandising units, new or used—reconditioned, you'll find it in our huge stocks. Unbelievable values at unbelievably low prices! See us today!



## Jack R. Moore Company

SEATTLE, WASH.

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SALT LAKE CITY, UTAH

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# — On the Coast —

## SEATTLE

SEATTLE—"Just how rapid has been the growth of the record distributing business in this city?" queried a Coin-Rower. Which prompted a little investigation, with the following interesting results: In 1934, Maybelle Dace was Harper-Meggee's record department; at present, the staff numbers seven. In the fall of 1936, the Columbia-Vocalion-Brunswick organization (now flying the banner of Sunset Electric) totaled three. Today there are seven. A sensational surge is credited to Decca. The Seattle office boasted three employees in 1937. Four years later the figure had quadrupled to twelve.

Sybil Stark, Washington State's distributor for Panoram Soundies, triumphantly reports she has been successful in sub-franchising all but five counties. There is no throat-cut-throat shenanigans in this field. An operator or a corporation is named for certain counties and no one pushing the same product can move in. Don Waltz, well-known in local operating circles, is handling seven counties in Central Washington. A variety of vocations have dipped into this new and fascinating business. Among those holding sub-franchises are a railroad engineer, automobile salesman, stock broker, newspaper man, banker, grocer, ex-film salesman.

Joe Moaner, the famed manipulator of Coinland's Crying Towel, swings the Turkish flimsy, and squalls: "Taxes, taxes, taxes—and more taxes! They're driving me crazy! There's an excise tax, a use tax, a federal tax, a state tax, city and county license fees. And then, to top it off, a Federal income tax. The irony of it! When I get through scraping my pocketbook to pay all those other levies, how do they expect me to have an income left to pay a tax on, anyway?"

More changes at the ever-changing Decca office. Genevieve Rossman deserted the typewriter for the apron and broom, turn-

ing over her office duties to Frankie Brown, a brown-eyed lass from Kansas. Lee Morman, shipping and order clerk, endorsed his farewell pay check and enrolled in the University of Washington, where he is concentrating his talents on aeronautical engineering.

Stand by your posts, Northwest phone operators! Man the Big Berthas, rush out the hand grenades, bombs, anti-craft guns and other counter-offensive weapons, because ordinances are wafting homeward upping fees on phonos and wall boxes, particularly the latter. Contemplated levies for "each coin entry" (a synonym for box) are due.

**SEATTLE SHAVINGS**—Rudy Peterson, Coin Row's 240 pound strong man, is getting the welcome mat ready, for sometime in March he will unroll it for Mr. Stork's second visit . . . Ron Pepple appeared relaxed and refreshed after a two-week automobile jaunt to California with Bud Kinney . . . Ken Shyvers sank 20,000 simoleons into a one-story building on Second Avenue to house expanding operations.

Newcomers to Fred Fields' Wurlitzer office are Sid Williams, service and parts man, and sister Peggy, Queene Anne High graduate, who is a typewriter pounder par excellence . . . Back to the farm goes Beulah Booth, a sweet gal who spelled sunshine and efficiency around the Western Distributors' office. Replacing her is Elvira Wurch.

Doug Brandt, ex-A1 Gustafson ace, who is now right-handing for V. A. Nelson and Charley Michael, proud-pappaed it on September 15 when a handful of coming pulchritude named Dolores squawked her seven pounds worth . . . Tinkle! tinkle! went the cash register at Puget Sound Novelty in September. The sound of that sweet refrain lit up the face of Clyde Newton, who declares that September sales more than doubled any previous month in the firm's existence.

Out-of-town platter shoppers last month included Cle Elum's Karl Kindler and Yakima's Mrs. J. T. Shafer . . . Blonde eyed Mary Ann Rosbert boasts of the shortest honeymoon known to the annals of marital bliss. She said "I do" to Navy Ensign C. J. Rosbert, and ten hours later the high-flyer was winging his way out of the city.

You've heard that old expression, "Sky's the Limit!" Well, Dick Fields has experienced it literally. Enrolled in Phone-Operator Bill Woods' Boise C.A.A. flying school, Dick rang up 75 hours of soloing. Right now he's taking a breather in Seattle, preparatory to returning for an advanced course.

Louis Karnofsky. ♦

## To Better Serve

. . . Operators, Jobbers and Distributors in the Pacific Northwest, **THE REVIEW** has opened offices at 1007 Terminal Sales Building, Portland, Oregon, where J. A. Converse is ready to serve you. For free copy-writing service call ATwater 2111 or write.

Louis Karnofsky, who has covered the Seattle newsfront for **THE REVIEW** for more than four years will continue to do so and readers are requested to get in touch with him at 5224 37th N. E., Seattle, about news matter and publicity.

## Consider These Mileages:

- SAN FRANCISCO IS 80 CIGARETTES FROM RENO
- LOS ANGELES IS 314 FROM DENVER
- SEATTLE IS 68 FROM SAN FRANCISCO

Get Your Share of Cigarette Profits Through  
the Best Machine In the Field

The DuGrenier

## CHAMPION

The Du Grenier CHAMPION is built for long runs too! Will out-perform any other vendor! Easy to use quickly! Catches the eye with smart streamlining! Conservatively styled to blend with the finest surroundings for years to come. And . . . best of all, the Du Grenier CHAMPION is available for IMMEDIATE DELIVERY from stocks maintained in our Los Angeles, San Francisco and Vancouver, Washington warehouses.

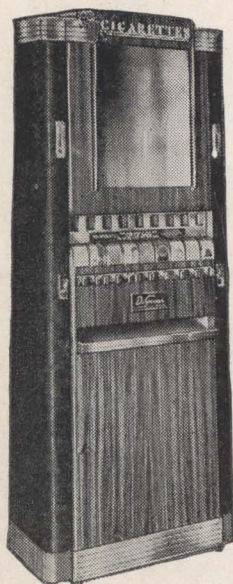
## And Remember . . .

With this CHAMPION Cigarette Vendor you get CHAMPION Parina Service! Courteous! Satisfactory! Ready when you need it! This service is available to all Du Grenier operators and continues for the lifetime of the machine!

## R. A. PARINA & COMPANY

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Market 6292	ROchester 9933	Phone 745



## Parina Takes Golf Seriously

SAN FRANCISCO—A few years back R. A. Parina, of R. A. Parina & Co., DuGrenier Western Representatives, looked upon barnyard golf as an opportunity to wear off an inch or two of the waistline. But the game got him . . . and got him plenty!

Today Parina is not interested in the exercise . . . he's interested in how proficient he can make his game. "Dick" has purchased a new set of clubs and is really going to town banging the little white ball around the cow pastures up North. Brother "Tony" played with "Dick" in late September and admits he's a tough lad to beat. ♦

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# PORTLAND

PORTLAND—Don J. Rogers, of Inter-City Amusement Co., reports that phonograph and pin game business is very good. Roger's hobby is collecting old coins and he's "your pal for life" if you favor him with one.

Roy Gatto, of Western Distributors, is planning a trip to Chicago. His wife, Wilma, and baby, are motoring back and expect to visit relatives there. Roy will also visit the Packard factory and go to Indianapolis and Cincinnati.

A. C. Housman, "Frenchy", is recuperating from an auto accident. He is driving a new '42 Dodge now, 'cause his old car won't run.

Ask "BUDGE" Wright and Ed Day where all the salmon are . . . Nuf sed!

Bob Allen, of Coast Amusement Co., is away on a hunting trip . . . Says he won't come back 'til he has some results to show . . . Orlo Daniels of Coast recently got married.

Among recent visitors to the Portland distributors were H. J. Bevan of Klamath Falls, Frank Dalton of Eugene, E. G. Lewis of Klamath Falls, and Elton Parman of Freewater, Ore.

Henry Hughs, service man out of the Portland office, Jack R. Moore Co., is boasting about the lovely new home he just bought.

Friends of D. R. Richards, Reedsport, Ore., will be glad to know that his daughter, Billie Jane Richards, is recovering from her recent accident. She expects to have the cast removed from her leg very shortly.

Jess Fee, Portland operator, reports a most unusual "out of order" service call for the month. On a hide-away installation, an ingenious temporary cancelling arrangement was made by fastening a string on the outside of machine. Operator found on investigating that the phonograph "would start to play and then quit for no apparent reason" due to the fact that a pussy cat was playing with the string.

Dick Graves, Boise, Idaho, is a proud father of a baby boy and announced it very uniquely in the form of "Million Dollar Baby Bond" sent to his best friends.

Mr. and Mrs. Roy C. Moffit, Toledo, Wash., recently visited Portland to see the famous show "Hellzapoppin'."

Mr. and Mrs. J. W. Bilby, Camas, Wash., grooming their Pointer dogs for the Dog Show to be held in Portland soon.

Clayton Ballard, Packard representative, is really out traveling these days. Seems he is so busy coming and going from Los Angeles and then back East that it was impossible for the writer to even catch up with his activities.

Kelly, Ellis and Rowell, operators at

## To Better Serve

. . . Operators, Jobbers and Distributors in the Pacific Northwest, THE REVIEW has opened offices at 1007 Terminal Sales Building, Portland, Oregon, where J. A. Converse is ready to serve you. Call ATwater 2111 for immediate service.

News representatives in the Portland sector, in addition to J. A. Converse, are L. Helen Cusson, and Clayton Ballard. Any of these correspondents will be glad to accept your news matter and prepare it for publication in THE REVIEW.

# — On the Coast —

Camas, Wash., recently purchased a bus route between Camas and Washougal . . . 'twould seem that would work in very nicely with their pin game operations in that vicinity.

Orval Emerick, popular bookkeeper of the Portland office, Jack R. Moore Co., has been called in the draft. Entire organization is going to miss his cheery smile and unflinching good humor.

Al Sleight, Portland operator, recently "won his wings" and became a full-fledged air pilot.

John Bunnell, of Yakima, Wash., was a recent visitor to Portland. John is a bowling fan and recently won a very tough series. The Artisan Laundry, the team he represented, bested the Star Clothing by three games.

Mrs. George L. Cusick, Jr., wife of Geo. L. Cusick, Jr., Manager of Salt Lake Branch, Jack R. Moore Co., is visiting friends and relatives in Portland and proudly presenting their new young son.

Friends of Mrs. Rolly Savage will be happy to learn that she is recovering very nicely from injuries received in recent accident.

A recent new employee of Jack R. Moore Co., Portland, is Joe Bauer. Joe is also an air pilot with a commercial rating and has proved very useful to his company by taking care of distant service calls by airplane.

P. D. Winch was a recent Portland visitor from Eugene.

A good proportion of the American Phonograph Co., Yakima, Wash., was observed having a "very excellent time" when Paul Whiteman and orchestra were recently in town.

Harvey Statzer, Statzer Novelty Co., Eugene, Ore., operator, was a recent Portland visitor coming into town to increase his line of music boxes in the lower Willamette region. Harvey is one of the pioneer Eugene operators, placing his first pin ball machine over ten years ago. He operates only music boxes now and has 27 locations in Eugene and Salem territory—operating Pla-Mor and Keeney boxes obtained through Western Distributors, Portland.

I. N. Hartley, North Bend, Ore., operator, recently added to his line of one and five ball Keeney and Bally combination boards purchased from Western Distributors on a recent Portland visit. Hartley has been operating around the North Bend territory the past several years.

L. Helen Cusson. ♦

\* \* \*

Drill Sergeant: "Do you know how to execute squads right?"

Recruit: "Sure. Stand 'em up against a wall and shoot." ♦

\* \* \*

"You look depressed, my friend. What are you thinking of?"

"My future."

"What makes it so hopeless?"

"My past." ♦

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**THIS IS  
NO  
BULL!**

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IS BEING  
MADE WITH**

**PENNY ARCADES**

Here is a year-'round business that brings in handsome returns. No location servicing at all hours of the day and night. Steady, consistent profits if you've the right machines . . . the machines in public favor! We have a full line of just such machines. We'll steer you right on the machines that are "tops" in earning power today.

Come in to Arcade Headquarters today and get the whole story!

**MAC SANDERS**

2837 West Pico Blvd. REpublic 5161 Los Angeles, Calif.

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# — On the Coast —

## LOS ANGELES

LOS ANGELES—The tax matter is settled and breathing is easier and in more natural fashion along coinrow.

In from Hemet, Placentia, Calimesa and way points was Glenn McCarter to buy new equipment for winter operation and advise the localites of the birth of a future operator for the McCarter routes. Son Roland Neil was born to the happy couple on September 17th and weighed in at 7 pounds and 8 ounces. To say pappy Glenn is pleased would be to say porcupines have no quills.

Perc Shields, one of the real oldtimers on coinrow, has opened a jobbing business on his own at 1549 West Pico. Perc was with Harry Williams during the heyday of West Coast manufacturing when such games as Signal, Triangle and others set the industry agog from coast-to-coast. Lately he has been with Charlie Washburn. Now on his own—and rightly so—coinmen are finding Perc's new place an easy one to do business with. Lots of luck from all of us, Perc!

There'll be a lot of belt pulling-in along about November 8th for on the 10th Harry Kaplan plays host to the operators of the South in celebration of Southwestern's 5th year in business—and operators must prepare for such a festive occasion. Harry knows how to put it out and we know the eats and drinks will be terrific.

William A. Wulf and Nelson are doing nicely in their newly established Modern Coin Machine Exchange at 1811 West Pico. Specializing in amusement machines the boys are really moving 'em right and left and out the front door in rapid fashion.

The Carter Music Co. is no more. Composed of Nick Carter and Bob Snyder the lads are now doing business under a tricky,

and very clever, tradestyle and are known as the Nickabob Co. Operating amusement machines, scales and phonographs the boys have really made a name for themselves in the local operating fraternity.

Cliff D. Stolfus of Automatic Instrument Co., Chicago, was on hand September 29th for Mac Mohr's open house announcing the arrival of the Singing Towers. Operators turned out in droves to sample Mac's hospitality and see the new machines. See pictures elsewhere in this issue.

Staid old Pasadena is really waking up and the night life over there is on the upgrade. Charlie King and his Rhythm-Aire Wired Music and Arch Riddell and his Harmony Hostess Wired Music have made a dedication exchange arrangement whereby customers can dedicate a tune to a friend in another spot regardless of which system it is a part of. Furthermore to give the night fans better service Harmony Hostess went to 24-hour round-the-clock schedule on October 1st.

"Red" Cresswell is the tag on the new face at Paul A. Laymons. Red was formerly with California Games.

Robert Spencer, Secretary-Manager of the Automatic Music Merchants' Association of San Francisco, paid a hurried visit to the southland on September 17th. Mid-afternoon Spencer got a long distance call from the North and was out of the city limits in 30 minutes. The Industry needs job-conscious executives of this type.

Paul Hirschler, L. A. operator, is installing a wired music system for operation in Pasadena. This makes three systems active in the limited field of spots that Pasadena provides.

Miss Prossen, able secretary to Mac Mohr, returned on September 29th from a vacation spent at Highland Springs. "It was perfectly swell," said Miss Prossen in answer to our query as to the vacation merit of the spot.

Another place operators are tagging

"perfectly swell" is the neat building the Leo J. Meyberg Co. has opened in Los Angeles for the sale and distribution of Victor and Bluebird Records. Adjacent to their regular establishment at 2027 South Figueroa Street, the new brick building is devoted entirely to serving the record trade. Listening rooms are provided and operators are very well pleased with the splendid facilities available to them.

Jean J. Minthorne returned October 7th from a visit to the Rock-Ola plant in Chicago.

Walker Huber, office high-up at the local E. T. Mape Music Co., has been transferred to San Francisco as special assistant to Vance Mape. Good 'ole trusty Geraldine Douglas who knows the Seeburg line from years and years before yesterday, will take over Huber's duties here.

D. Gottlieb & Co., have appointed Al Meyers as Western Factory Representative. Meyers will work from his 508 S. Hobart Boulevard address.

Bud Kinney, manager of the Hart Novelty Co., Everett, Washington, made the high spots in Los Angeles and Hollywood in mid-September.

Coin Machine Industry was well represented at the Auction Sale of Phono-Tel Co. on October 8th. Assigned for the Benefit of Creditors the complete stock of cabinets, speakers, parts, office furniture, etc., was auctioned off by David Weisz.

Dwight Osborn, Packard district manager in the South and brother of DeLoss Osborn, Packard Pla-Mor distributor in San Francisco, arrived in Los Angeles from Memphis the first part of October to visit with home folks and look over coin machine activity in the West.

Bob Riddell of the Harmony Hostess set-up in Pasadena has just received his A-1 from the Selective Service Board and will be leaving shortly for his stint in the Army.

The Kozinsky Brothers, who head up K-B Productions in addition to their coin machine operations, have just signed Ricardo Cortez to star in "I Killed That Man" which the brothers will make for a Monogram Pictures release.

Martin V. Smith of Pioneer Distributing Co., left October 7th for a business trip to Chicago in behalf of the firm.

Mrs. Les Lorden is back on the job at hubby's office helping take care of the tremendous film rental business Les has built up with coin movie operators.

Mac Sanders is really diggin' in for a tough winter. Mac has long held a reputation for compounding marvelous soups in the back room of his establishment on West Pico. But Mac has read the handwriting on the fogged glass and has purchased a frying pan and the first of October was treating his friends to a smacking helping of fried sausages.

Jack Geraty, brother of the operator of the Venice Amusement Pier, has opened a Penny Arcade in Bakersfield.

Jack Keeney's new Submarine Gun is exciting considerable attention at the Sunset Bowling Alleys in Hollywood. This is one of three test spots for the device.

C. T. Johnson, Pismo Beach operator of the Fun House arcade, was in town on the 8th. C. T. came by way of Santa Barbara to visit his wife who has been in the hospital for a spell. "She's doing swell and we'll be back together soon really topping 'em in Pismo," said C. T.

Johnny Hawley, mechanic for Mac Sanders, is infanticipating. Johnny expects twins but no bets are being offered.

Al Meyers has really been taken into the heart of coin machinedom in Los Angeles and Southern California. Al recently ar-

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## P. SHIELDS

1549 W. Pico Blvd., Los Angeles

### ALL POPULAR USED MARBLE GAMES

3 616A Wurlitzers, each.....	\$65.00
1 Mills 12 Record Phonograph, fully selective.....	30.00
312-412 Wurlitzers, each.....	37.50
1 Keeney's Parachuter Gun, late model.....	a bargain
Keeney's Spinner Winner.....	\$10.00
1 ABT Target Skill.....	10.00
1941 Derby, New (in crate)	
150 Jennings Goosenecks, each.....	9.00
Used Grip Machines, each.....	6.50
1937 Skee Ball.....	65.00

30 Counter Games, ready to go on location — \$3.00 each

### WE BUY USED RECORDS

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



rived to handle this territory as representative for D. Gottlieb & Co. Headquartering at 508 South Hobart Boulevard Al says the lads have been most kind to him and he's thrilled to be on the spot to be of service to them.

Mrs. L. B. McCreary, wife of the affable manager of the local office of E. T. Mape Music Co., was rushed to Good Samaritan Hospital on October 8th for a serious emergency operation. At press time Mrs. McCreary had withstood the operation satisfactorily and was progressing well towards complete recovery.

Ed Mape, head of the company bearing his name, dropped into town on the 8th and proudly displayed a perfectly beautiful wrist watch he recently had won. ♦

## LONG BEACH

LONG BEACH—Operators are still talking about the first annual '49er Stag staged by the Progressive Business Mens' Association of Long Beach on September 26th. 325 member-merchants and operators turned out for the affair and got away with 103 pounds of barbecued beef and 35 cases of beer. Following the feed a 16 act show that covered every type of entertainment imaginable from the concert hall to the top burlesque houses of the country followed. "For a buck it was the biggest bargain ever," was the general comment on the affair.

Joe Richarme is back at his desk at Long Beach Coin after a swellegant vacation trip through Arizona, New Mexico, Texas and Arizona. "I found the operating business in the pink in New Mexico and Arizona," said Joe. "Operators are optimistic and business is good. In Phoenix I called on A. C. Jones at his new Playland Arcade and was impressed with the beauty and efficiency possible through his arrangement of equipment."

C. T. Presher, San Diego, makes it regularly to Long Beach to pick up new equipment and your REVIEW scribe spotted him in Long Beach Coin on October 8th.

Homer Gillespie, the Arcade King, adds a new one; this time in Santa Barbara. Gillespie is still away from the home port on that famous two month fishing trip.

W. W. Matthews has re-entered the marble game business in Long Beach and is now putting out a nice route. Matthews dropped the operating business a short time back but the lure of the nickels got him and he's in again.

Buddy Brown, formerly with Long Beach Coin, is now working for Ross and Seebing.

George Ladier is still passing out cigars to brother marble table operators over the arrival of an 11 pound boy on September 18th.

Gary Thompson was laid low with bronchitis recently but is progressing nicely and expected back on the route shortly.

Paul Blair, Exhibit rep., called on Long Beach coinmen on October 8th enroute to San Diego and southern army camps where arcades are the thing. ♦

# — On the Coast —

## WE RECOMMEND THESE FEATURE GAMES FOR OCTOBER!

Chi. Coin STAR ATTRACTION.....\$118.50 Exhibit KNOCKOUT.....\$114.50  
Genco JUNGLE.....\$118.50 Gottlieb ABC Bowler.....\$118.50  
Genco GUN CLUB.....\$118.50

"The House That Doesn't Chisel!"

## LONG BEACH COIN MACHINE COMPANY

1628 E. ANAHEIM

Phone 722-64

LONG BEACH, CALIF.

### KAPLAN LOCKS 'EM IN

LOS ANGELES—If you're in town on Saturday and you'd like to leave before Monday morning, don't visit Harry Kaplan at Southwestern Vending Machine Co. For Harry has acquired a bad habit of locking Saturday customers inside his place until—God knows when.

The L. A. Jobbers are supposed to be closed on Saturday(?)—but all of them come down to see how many checks are in the morning mail and to slip in any customers waiting outside the door.

Now Harry is honorable and he sticks to the letter to a "T" but last Saturday there was a chap out front who needed a part so Harry let him in. He told him to go to the back of the lengthy establishment and pick out what he needed. Harry finished his mail, forgot about the chap in the back who was making no noise at all, left and put the double lock on the front door.

We're not telling the name of the operator but it took him several hours to get out, for Harry had gone to points unknown for the weekend.

MORAL: In visiting Los Angeles jobbers on Saturday—keep whistling!

### Al Meyers Takes Over For Gottlieb Co.

LOS ANGELES—Al Meyers, a name well known in coin machine circles, arrived in Los Angeles in Mid-September to represent D. Gottlieb & Co., builders of outstanding amusement games.

Headquartering at 508 South Hobart Boulevard, Al is ready to take care of the game requirements of operators in Southern California. Given an enthusiastic reception he anticipates a marvelous business on Gottlieb superior games in the month ahead.

In the marble game field Gottlieb delivers hits consistently and says Meyers: "I'm here to serve them to you!" ♦

### No Federal Tax On Arcade Equipment

NEW YORK—William Rabkin, president of International Mutoscope Reel Co., announced on October 9th: "We are pleased to inform the trade that we have just been advised by the Internal Revenue Department that there will be no use tax on general Arcade Equipment such as

Athletic equipment, fortune-telling machines, Mutoscope Reel Picture Machines, baseball games, shooting and target games, Photomatic, Sky Fighter, Ace Bomber, Drive Mobile, Post Card Vendors, Punch-A-Bag, and many, many more of the usual Arcade machines, and all bona fide vending machines in which are not incorporated gaming or amusement features. ♦

### AOLAC Calls Special Tax Meeting

LOS ANGELES—A special meeting of the membership of the Associated Operators of Los Angeles County has been called for Thursday, October 16th at 10 a.m. in the North Star Auditorium, 1631 West Adams Boulevard.

Purpose of the meeting is to acquaint the membership with complete details and vital information concerning the new Defense Tax Measure on coin-operated devices. ♦

### Kaplan Plans Big 5th Birthday Party

LOS ANGELES—At the crack of dawn on November 10th the doors of Southwestern Vending Machine Co. will swing open and all day long an Open House celebration will be held in honor of the firm's 5th year in business. "Eats, drinks, fun, dancing, and more eats and drinks and all 'round good fellowship," is the way Harry Kaplan described the event he is planning, and all day long Harry and Jimmy Jones will be on hand to see that everything is exactly as promised. ♦

### Adams Schott Passes

LOS ANGELES—Local coinmen were grieved to hear news of the death of Adam Schott, father of the Schott Brothers of Yuma, Arizona. The Schott Brothers are large scale operators in the southern part of Arizona. ♦

Staunch Captain: "Now, then, my hear-ties, fight like heroes till your powder's gone—then run! I'm a little lame so I'll start now." ♦

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### SPECIAL GET-ACQUAINTED OFFER

While They Last!

ALL AMERICANS .....\$45.00 ZOMBIES .....\$47.50  
STRATOLINERS .....52.50 LEADERS .....40.00

### MODERN COIN MACHINE EXCHANGE

1811 W. Pico Blvd.

EX. 3562

Los Angeles, Calif.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.





IT'S GOT

*Glitter!*



# THE GLITTER



*PREPARE YOURSELF FOR THE SHOCK OF YOUR LIFE.  
HAVE A GOOD PAIR OF SUN GLASSES READY. AND  
DON'T STARE TOO LONG OR YOU MAY FEEL LIKE A  
MINER LOOKING AT SNOW ON A SUNNY DAY*

That's the smash-flash that's in the new Glitter Q.T. That's the thing that makes it a circus to operate this new small Bell. A circus for you because of the terrific extra play it attracts and a circus for the players, many of whom will be getting on speaking terms with this headlight machine for the first time.

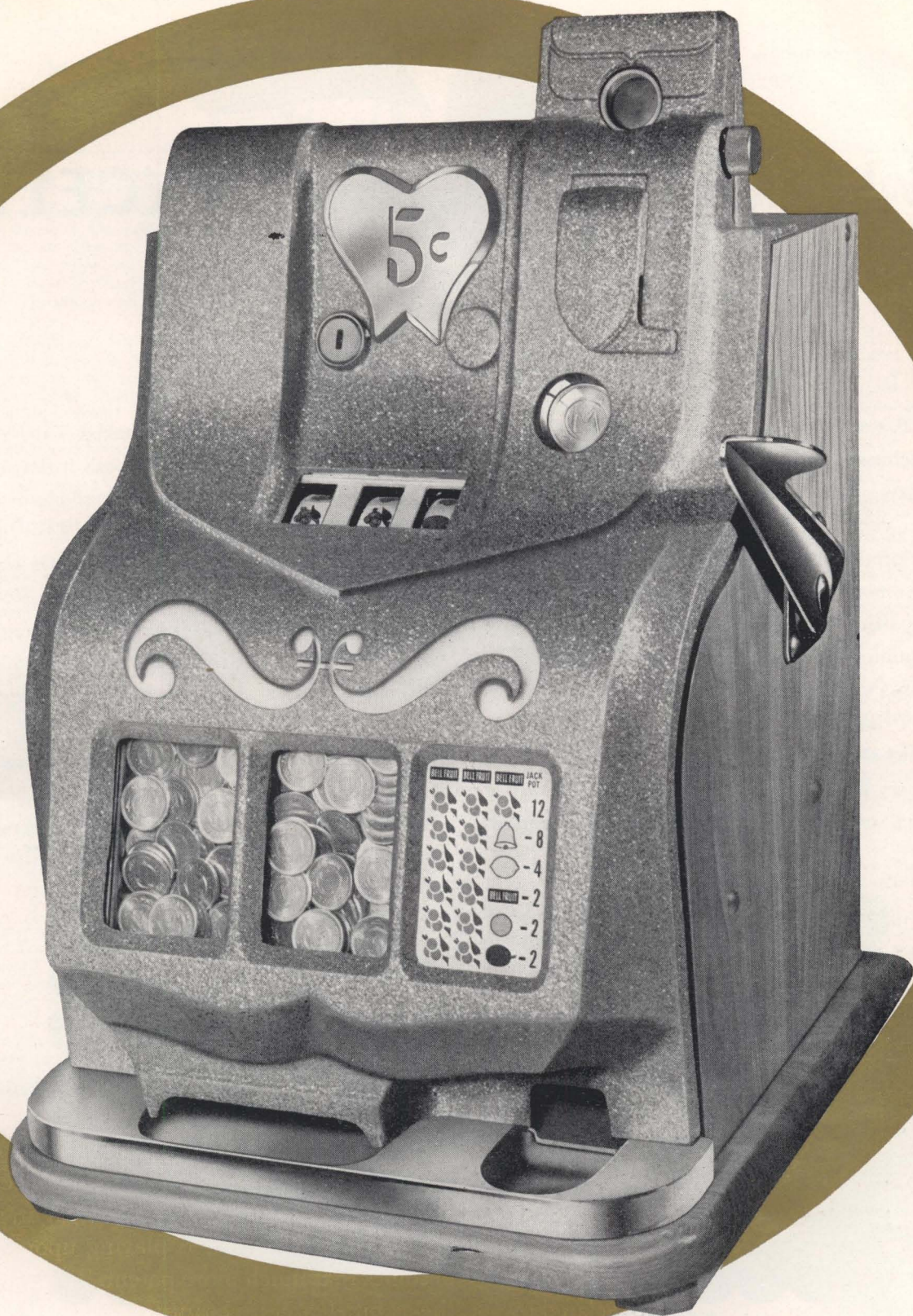
"All that glitters isn't gold!" but all the gold in Fort Knox couldn't dim the glitter and the shine that's in this Q.T. The new finish was originated exclusively for Mills Novelty Company and we thought it only proper that a nice quiet, hardworking machine like the Q.T. ought to be the first to receive these golden honors.

The Q.T. for years has been appreciated by the majority of Mills operators, but every now and then we bump into a few sleepers who have never even operated one. "Just escaped my attention," they are likely to say. "I'll get around to it later!" Well, we'll guarantee that the new Glitter Q.T. isn't going to escape

their attention. It is too loud. It is too positive.

The Glitter finish is a combination of bright, flaky gold and bronze, blazing like the sun shining into a mass of real diamonds. It is a hard, filled, smooth finish, made permanent and immune to tarnish, dirt, and hand stains. It has been possible before to achieve a temporary finish, known as "flitter," which was something like the new Glitter. But never before was any such finish developed to be permanent and practical for a Bell. The new Glitter Q.T. shines out bright and cheerful from the darkest corner; and if daylight, sunlight or artificial light is playing upon it, it becomes that much more potent. The sides of the cabinet are in beautiful natural birch. Chrome trim and a lavish etched reward plate add to the dazzling effect. The new Glitter Q.T. is an entirely new design, with rounded symmetrical front and streamlined execution that makes it the newest Bell of all. Any counter anywhere will welcome its presence!





THE NEW GLITTER Q.T. BELL IS THE  
EXCLUSIVE PRODUCT OF MILLS NOVELTY CO.



# WHERE THE **Q.T.** EXCELS

The Q.T. excels all Bells in *mobility*. It is the fastest coin machine ever made, operating five times for any three plays on any other Bell. It is the *quietest* Bell of all; it runs like the motor of a sixteen cylinder car, the precision of a fine watch, the strength of a huge locomotive. It weighs only 35 pounds and can be easily lifted and carried. It can be operated on a plain counter, on top of a glass showcase, or preferably on a stand of its own. Its cash box is the identical box that is used in all our big Bells, holding \$90 in nickels, and saving you the trouble of collecting it every day. In earning power it is undoubtedly the equal of most big Bells; we'll gladly put it

against any Bell of competitive make. Take a hold of its light, smooth handle and push it down—you immediately feel its quiet, overpowered motor working for you. The reels are brought to a conclusion faster; and at busy times, when crowds are waiting to play, the Q.T. just naturally accommodates 66 $\frac{2}{3}$ % more people. Now, with its new Glittered front and the modern design of the cabinet, it will undoubtedly make even more money. And as you contemplate its bang-up earning power, think also of the reasonableness of its cost, and the amazing ease with which you can move it about! How can you possibly resist making it a major part of your equipment?

**CAUTION:** It is our firm belief that the new Glitter Q.T. with its Glitterized Finish brings in a whole new era in small Bell manufacture. We have made a generous run in our first production, knowing the importance of every Bell operator in the country becoming acquainted at once with this new development. We therefore urge you to place your order immediately for your first samples, because we know that the supply cannot long last after the operating fraternity at large has seen this dazzling money-making wizard.

**MILLS NOVELTY CO.**  
**4100 FULLERTON AVE., CHICAGO, ILL.**



# Let's Tipple



## This Month —

There's a wide variety of refreshments in this month's Best Drinks. Dr. Moore's Golden Medical Discovery sounds exciting. We'd like to hear from those who have tried it, if and when. Let's have your favorite.

"Here's one I like to spring when I want to demonstrate the fine art of bartending":

### New Orleans Fizz

- Juice of ½ a lemon and 2 dashes of orange flower water
- small spoon of granulated sugar
- 1 jigger cream
- 1 jigger Dry Gin
- 1 white of egg
- 1 dash of lime juice

Add ice and shake briskly and strain into fizz glass. Fill glass with charged water (already paid for).

E. C. McNEIL,  
National Vendors, Inc.,  
Los Angeles, Calif.

## ABC Bowler Strong in East

CHICAGO—"Take it from eastern territories, who can 'spot' a hit from far, Gottlieb's new ABC Bowler is a world-beater among games," said Sol Gottlieb, official of D. Gottlieb & Co., Chicago, just returned from a wide swing around the east coast. "Everywhere I went, I was received like a prince, while operators and distributors sang the praises of this new hit. Their glowing reports, particularly of the location success of the game in their territory, exceeded even their enthusiasm for Spot Pool, and that's going some! If orders are any indication of a game's popularity and

hold on the playing public, ABC Bowler is one of the greatest hits ever to invade that territory, for orders and reorders steadily stream in in unprecedented volume, which to my notion is the strongest endorsement any game can have."

Asked which features of the game registered strongest with the eastern trade, Sol explained: "Over and over again on my trip, operators raved about the sensational appeal of the game, the novel presentation of bowling in such unique attractiveness, resulting in unheard of traffic draw in locations. We knew this game would rate a hearty welcome from the trade but we never bargained for such instantaneous and overwhelming acceptance and approval as

it received. Comments like these from all types of location tell the story: 'they play it by the hour and come back for more'—'players thrilled by the new features'—'as popular as a bowling alley'. With such reception, you may be sure my eastern trip was a real pleasure. Getting back, I found that other sections of the country were in accord with the east in their high appraisal of ABC Bowler. It's a pleasure indeed to know that we have again presented the industry with another hit in the succession of winners—another one right down your alley for appeal, play, and earnings."

## New Jersey A.B.T. Aids Defense

NEWARK, N. J.—Sound wagons circulating through business sections asking merchants to handle Defense Stamps are one of the features of a sale backed by the Amusement Board of Trade of New Jersey, Inc.

LeRoy Stein, former executive secretary for A. B. of T., and council manager for New Jersey, is in charge of the sale, instituted at the suggestion of Postmaster John F. Sinnott, Jr., held in cooperation with Newark retailers. U. S. Defense Bonds and Stamps will be sold to members of the A. B. of T.

A resolution is also being presented to the Coin Machine Industries Joint Council of New Jersey and New York requesting all associations to offer the stamps and bonds for sale at their offices.

Doctor: "You've had a pretty close call. It's only your strong constitution that pulled you through."

Patient: "Well, Doctor, remember that when you make out your bill."

A drink for the great American Braves!

### Pocahontas Cocktail

- 1/3 jigger White Creme de Menthe
- 1/3 jigger Dry Gin
- 1/3 jigger Italian Style Vermouth

Sling 'em all together in your favorite shaker with plenty of ice and shake hell out of them. Strain into cocktail glasses and bowl over your guests.

JACK GUTSHALL,  
Esquire Music Co.,  
Los Angeles, Calif.

The prescription for the following cure-all is to take every 30 minutes until you feel relieved.

### Dr. Moore's Golden Medical Discovery

- 1 fresh egg
- 1½ jigger good bonded Bourbon whiskey
- ½ jigger lemon juice
- 1 teaspoonful sugar

Mix in cocktail shaker with ice, strain, and serve in highball glass with absinthe floating on top, if available. This is particularly acceptable on "mornings after".

"DR." JACK R. MOORE,  
Jack R. Moore Co.,  
Portland, Ore.

Mornings after are really coming into their own. Here's another solicitous suggestion that is prescribed for that state of mind.

### The Brain Duster

Get an array of lemons, limes, orange bitters, cracked ice and—a quart of your favorite red-eye. Pour a water glass half full of said Bourbon and, while looking at the array of fruit and ice, quickly toss off said shot. Apologies to Cliff Blake.

BILL MAHAFFEY,  
Valley Vendors, Co.,  
Stockton, Calif.

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## FALL CLEARANCE SALE

### AUTOMATIC PAYTABLES

Jockey Clubs, used week.	\$178.50
Long Shots	146.00
Sport Kings	134.50
Grand National	89.50
Grandstand	78.50
Thistledown	69.50
Pace Makers	86.50
Blue Ribbon	59.50
Rebuilt Sport Pages	62.50
Rebuilt Fairgrounds	38.50
Fairgrounds	19.50
Preakness	9.90
Carom	10.50
Bally's Roundup	4.90
Bally's Jumbo	3.90
CONSOLES	
Keeney's Dark Horse	14.50
Jen. Flat Top Liberal	
Bell	19.50
Jen. Multi Racers	46.50
Exhibit Tanforan	18.50
Sugar Kings, Steel Cab.	56.50
Paces Saratoga,	
1939 model	68.50
Paces Reels, 1940 model	89.50
Paces Saratoga,	
1940 model	89.50
Paces Reels, 1941,	

### used week

Jen. Silver Moon, 114.50

### COUNTER GAMES

Mercury Cig. 1c.	14.50
Tot Cig. 1c.	14.50
Ginger Cig. 1c.	9.90
Imps Cig. 1c.	5.90
Penny Pack Cig. 1c.	3.90
Reel Spot	4.50
Sparks Cig. 1c.	10.00

### COUNTER GAMES

Groetchen 21 Black Jack	10.00
Vest Pocket, Green.	26.50
Bones, Dice Game.	18.50
A. B. T. Pistol.	10.00
A. B. T. Challenger.	16.50
Pikes Peak	16.50
Asker	12.50
Groetchen Zoom	18.50

### SLOT MACHINES

Brown Fronts, Club	
Hdle., 5c and 10c.	66.50
Blue Fronts, Light Cab.	
Ser. No. about 400,000	
5c and 10c.	61.50
Blue Fronts, Dark	
Cab., 5c and 10c.	54.50
Pace's Blue Front, 1938	

### Model, 5c and 10c

Mystery Pay	44.50
Pace's 5c and 10c, 2-4	
Pay	26.50
Mills War Eagle 5c.	46.50
Mills War Eagle 25c.	48.50
Mills Extraordinary 5c.	46.50
Watling Rol-Top 5c.	
Latest Cherry Bell.	48.50
Watling Rol-Top 5c.	42.50
Mills F. O. K. Front	
Vender 5c	24.50
Watling Gooseneck, 1c	
and 5c and 10c.	32.50
Cadet 5c and 10c.	
Red Front	38.50
Mills Q. T., 1c Green	
Front	32.50
Mills Blue Front 25c.	62.50
Mills Futurity 5c.	44.50
LEGAL EQUIPMENT	
Keeney's Texas Leaguer,	
used week	38.50
Metropolitan Air De-	
fender, used week.	98.50
Spottem Free Play	10.00
Bounty Free Play	6.00
Chevron Free Play	12.50
Vogue Free Play	12.50

WILL TRADE FOR MILLS FOUR BELLS LATE MODELS

Terms: 1/3 Deposit, Balance C.O.D., F.O.B. Lewiston

A. E. CONDON SALES CO. 913 MAIN ST.  
LEWISTON, IDAHO

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# V E N D O R S

## PARINA GETS THRILL

LOS ANGELES—"Tony" Parina of R. A. Parina & Co., will have something to talk about for some time to come. It all happened the first week in October when "Tony" flew to Phoenix and Tucson to call on DuGrenier operators.

Returning by the night plane "Tony" and the rest of the passengers saw their last ground lights at San Bernardino. Flying blind over a terrific fog bank that completely covered the metropolitan area the plane roared on to Los Angeles, circled the airfield at Burbank for 25 minutes before the ground crew radioed to break through the bank and come down. Everyone held their breath, including "Strongheart" Parina. But now that it's all over it's been a lot of fun. At least so summarized "Tony" who adds this new air thrill to many more he has had in the years he has been flying.

## LeRoy Stein Joins Joint Council

NEWARK, N. J.—LeRoy Stein, former managing director of the Amusement Board of Trade of New Jersey, Inc., has joined the Coin Machine Industries Joint Council of New Jersey as executive secretary and director. Offices are in room 558 of the Industrial Office Building at 1060 Broad Street in Newark.

Daughter (excitedly): "I'll marry whom I please! I want you to know I have a will of my own!"

Mother (quietly): "So have I—but you won't share in it, my dear."



Leon Silver, Los Angeles candy and gum machine operator, is responsible for this installation at the Los Angeles Brewing Co., home of the famous "Eastside" beer. Silver says "I believe in keeping my routes up-to-date by using modern machines streamlined for today's operations. I am very pleased with my DuGrenier equipment for the compactness of the Candy Man makes it an easy machine to spot. L. A. Brewery is my exclusive location and they are thrilled with the DuGrenier equipment I have given them."

The bonds of matrimony aren't worth much unless the interest is kept up.

## Cigarette Men Get Wage-Hour Check

WASHINGTON, D. C.—An inspection drive for the Fair Labor Standards Act will begin November 1 for the Cigarette Vending Machine field, according to announcement by Baird Snyder, deputy administrator, Wage and Hour Division, U. S. Department of Labor. Inspectors will call on all operators of cigarette vending machines in the United States, to determine whether they are complying with the provisions of the wage and hour law.

Snyder declared, "Our inspectors will visit all concerns employing vending machine service men, checking company records as to hours of work and rates of pay of employees for the past six months. Possible violations will include failure to pay at least 30 cents an hour, failure to pay overtime as required, employment of "oppressive child labor," shipment in interstate commerce of goods produced or handled contrary to the provisions of the Act, failure to keep required records or falsification of them." He specified that there is no limit on the number of hours an employee may be worked, provided overtime is paid as required.

Promise of crack-downs and drastic measures for offending cigarette machine operators was made by Snyder, who stated, "While, in the past, we have been disposed to be reasonable in connection with minor or innocent violations of the law, in the current drive the Division will refer to its legal branch for appropriate action any cases where willful or flagrant violations are found. When our inspectors find full compliance with all the provisions of the law in the six months preceding the date of the inspection, this compliance will be

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## Millions of Candy Bars Were Sold Today! How Many Did YOU Sell?

Tourists . . . Office Workers . . . Children . . . Movie Patrons Make Candy Profits Soar —  
For Du GRENIER OPERATORS!

Catches The Eye—and The Nickels! Shining, streamlined, it offers fresh-looking, crisp-papered bars. One look at CANDY MAN means a candy-hungry customer! Hundreds of Western locations call CANDY MAN their profit-making partner.

The Du Grenier CANDY MAN is stocked in Los Angeles, San Francisco and Vancouver, Wash., for immediate delivery in the West.

Made by the makers of the Du Grenier CHAMPION and ADAMS GUM VENDOR.

## DuGrenier's 5c CANDY MAN

Don't forget . . . when you buy CANDY MAN you also receive the famous Parina Service. Friendly, Western courtesy backed by reliable, skillful service is always available in all of our offices for the lifetime of the machine.

## R. A. PARINA & COMPANY

EXCLUSIVE DU GRENIER WESTERN DISTRIBUTORS

156 Ninth St.  
SAN FRANCISCO  
Market 6292

1726 S. Vermont Ave.  
LOS ANGELES  
ROchester 9933

217 Main St.  
VANCOUVER, WASH.  
Phone 745



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# KANSAS CITY

KANSAS CITY, Mo.—Hobbies, Inc., held their regular September meeting and, according to the report of officials, found so little to worry about in the business locally that the gathering took on more the tone of a pleasure than a business meeting. Which more or less describes the coin machine situation in the Missouri Valley as Fall developments, common to the season, get under way.

Carl Hoelzel, after several weeks of dodging questions concerning the reason for his recent extensive trip through the East, broke down and admitted that it was his honeymoon. Mrs. Carl Hoelzel is now "at home" to friends in the newly purchased Hoelzel residence on 51st Terrace west of State Line.

Joe Berkowitz, Universal's president, is off on another rush trip to Chicago and the Wisconsin Tavern League meeting. In his absence, S. L. Herman, advertising and sales promotion manager, is conducting Universal's office affairs. With three new ticket folding machines slated for delivery in the immediate future, the firm's total in this bracket is expected to be 20 before the end of the year, which Joe believes to be some sort of a record or other for this type of business.

Melton Bartells heads the new Central Distributing Co., which has just been opened in Oklahoma City. "Bart" has for a long time been outstanding in Kansas City automatic music ranks and he goes to the Oil State with a very successful record in the Missouri-Kansas area behind him.

Central purchased the Commercial Music Co. branch in Oklahoma City to pave the way for this new unit in the middle of September. Although it bears the same name as the Kansas City unit it will operate as a separate firm and not as a branch office according to Tim Crummett, co-owner of the firm here.

Crummett also announces that his company now devotes its entire attention to the sale of Wurlitzer Phonographs. Central's marble table interests have been sold to the G. & R. Sales Co.

Gus Pusateri is manager of G & R which is now located in new extensive quarters on East 22nd St. The firm has recently completed an expansion in which it not only added new workshops, new office and storage rooms but also several new employees. Wallace "Bill" Bryant, long associated with Central, has joined the G & R staff.

Central's Wichita branch is now operating as a separate unit according to announcement by company officials. Ralph Mason is in charge and the Oklahoma City firm takes a distributive territory formerly not covered by the Kansas unit.

G. L. Atkeson, General Vendor's president, is in the midst of a switch program. Newly developed improvements are being applied to the firm's selective beverage vendors and the company is soon to announce a new sales policy.

Russell Thomas reports from the West bank of the Kaw that Kansas cigarette operators aren't worried about or bothered much yet by reports of shortages of equipment in their line. "They're much too busy taking care of the machines on location," he says.

The fact still remains that many shops are busier than show rooms in most sections of the Missouri Valley and all reports



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FINEST CANDY VENDOR MADE

**Univendor**

☐ Time out for a candy bar—energy to combat the fatigue of gruelling production schedules.  
☐ This practice is being encouraged by thousands of industrial plants throughout the country. Plants that are ready made prospects for Univendor. Are you getting your share of this profitable business? Investigate today.  
☐ Univendor is available as a multiple price vendor or for straight 5c vending. Model illustrated is Standard Univendor—8 column—160 bar capacity.



**STONER CORPORATION**

332 Gale Avenue, Aurora, Illinois



**WESTERN OPERATORS — CONTACT**

**W. E. EARL**

Stoner's Western Representative

216 FITZPATRICK BLDG.

Broadway 3830

PORTLAND, OREGON

taken as evidence of good faith on the part of the employer. Where we find flagrant or complete disregard for the legal standards, we will check records back to October, 1938, when the Act first went into effect, and will ask that full payment be made to employees of the difference between the wages they have actually received and what they should have received in accordance with the law."

According to officials of the Wage and Hour Act, it is believed "the interest of the vending machine operators will be best served . . . by placing all their service employees under the requirements of the Wage and Hour Law regardless of whether they operate the vending machine department as a component unit of their regular wholesale operations or as a special corporation."

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have it that "Good used automatic phonographs and cigarette vendors just aren't to be found."

Clifton Bryant, a member of the local Jaycee Flying Club, and an active member of the local Junior Chamber of Commerce, recently took his first solo trip to his home town of Richmond, Missouri. Flying a Funk Cabin Ship, Clif says that in many previous trips he has flown over the town but never before has been able to land and greet his old friends.

Finley Mason has just returned from a vacation trip which "Took me all over the West," he says.

In the past Acme Amusement Co. windows have always devoted themselves to the sale of phonos or cigarette vendors, units which this firm also operates. Now these windows contain only candy bar vendors—a field into which this firm expects to expand shortly. Also the firm reports they are beginning to feel the pinch of delayed deliveries.

Joe Fasone, who has been trying to get away on a vacation all summer, now faces the prospect of going vacationless. His firm's service car, a '39 Ford, while servicing locations near Belton, Missouri, was involved in a wreck which completely demolished it.

Joe DiGiovane and Victor Buccero were in the car at the time but were thrown clear by the force of the impact which tore both doors off the car and even smashed its battery. Both Joe and Victor were injured seriously and were taken to a hospital for treatment. Both operators are up and about now but neither has fully recovered from his injuries.

The entire incident has brought home to local operators the importance of adequate insurance. Fortunately the insurance on the service car had been renewed just a week prior to the accident. Liability policies were in the process of being taken out and were not in effect. The complete loss of the service car was paid by the insurance company, but all other expenses had to be paid by Acme, including doctor bills, loss of time, etc. "We won't ever be caught without full coverage again," Frank Buccero and Frank Fasone say.

Vernon Sperry, Topeka, Kansas, music operator and owner of one of the largest and most beautiful ballrooms in the middle-west, has been playing host to a large number of local operators recently at his Meadow Acres Ballroom, located on highway 75 just five blocks outside the city limits of Topeka.

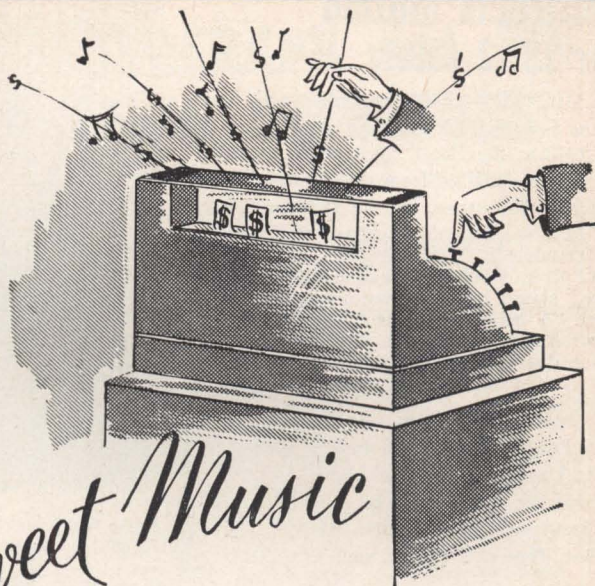
A Glenn Miller engagement recently pulled \$4,784.00 into Vernon's till in one night. He has been featuring big name bands in one-night stands for the past year, bringing them in about once a month. He is expecting to break the Miller record when Horace Heidt's outfit play Meadow Acres October 17th. The entire building is air conditioned and according to Victor's records every big name band has played there in the past year except Kay Kyser, and this latter band is due in there after the Heidt engagement.

H. E. "Tommie" Thompson has just returned from a long mileage trip through

## AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. **PROVEN** a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



Brilliant performance at the cash register is evidence of long study and hard work. Profits result from good products. The Norman Bel Geddes-designed Model "500" cigarette merchandiser has proved itself on location—has proved itself the finest merchandiser on the market. It's the perfect cash register for you, Mr. Operator. Inquire about it today!

## U-NEED-A-PAK PRODUCTS CORP.

135 PLYMOUTH STREET

BROOKLYN, N. Y.

Western Distributors:

U-NEED-A-PAK COMPANY  
2646 S. HILL ST., LOS ANGELES, CALIF., PR. 3030

the West and reports he found nothing but optimism out that way.

Leo Beaufite, Fort Scott, Kansas, operator, and G. E. Knost of Baker-Knost Novelty Co., Pittsburgh, Kansas, both dropped in the United Amusement Co. late in the month to pass the same word along. Farm prices are up about 20 per cent, wheat production and price are also up in the Kansas area and it looks like a good big year they say.

H. G. Knox of Pittsburgh also was in adding the same good word. "With wheat production up over 20 per cent over the 10 year average and oil gaining the commanding position that it is—these are Kansas' two principal sources of income—the area can't help but be in for a boom," they say.

Added to this new farm income in the area is the fact that two of Kansas City's

newest and largest industries, the bomber assembly plant and the Remington Arms unit are slated to go into production immediately. So, it looks like a boom on top of a boom for Kansas and Missouri operators.

B. K. Anderson. ♦

### ◀ Silverman Joins U-Need-A-Pak Sales

NEW YORK—The appointment of Irving Silverman as Eastern New York State representative for U-Need-A-Pak Products Corporation was announced this week by Murray Wiener, sales manager of the firm.

"Silverman comes to us with years of vending machine experience," stated Wiener, "and we are proud to welcome him to U-Need-A-Pak."

"The Norman Bel Geddes-designed Model 500 cigarette merchandiser made a great impression upon me when I first saw it," said Silverman, "and now I am happy to become a member of the firm manufacturing it."

Silverman was formerly connected with Stewart-McGuire and also for some time was a partner of Metro Cigarette Service, a New York operation of over 500 cigarette merchandisers. ♦

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## Contracts Mailed for 1942 Show

CHICAGO—Space contracts and floor plans for the 1942 Coin Machine Show to be held at the Hotel Sherman, January 12 to 15, were mailed from the offices of Coin Machine Industries, Inc. on October 6.

"At a meeting of our Board of Directors on October 2 it was decided to hold our 1942 Coin Machine Show same as heretofore," stated James Gilmore, secretary-manager. "A majority of our former exhibitors favored it and agreed to exhibit, and operators, distributors and jobbers from all over the United States were overwhelmingly in favor of it."

\* \* \*

A Harlem young man took a whiz  
At kissing a girl friend of his.  
Said she, "Dat can't be,  
'Less you's stronger than me;  
But, Honey, I reckon you is."



Maybe you don't recognize this First Class Gunner of the U. S. Army, year 1905, but you're bound to recognize his name—Joseph Berkowitz, general manager of Universal Manufacturing Co. Today he is serving the U. S. in civilian clothes, by working on the Defense Savings Bond drive!

### Universal's Head Marshalls Defense

KANSAS CITY, Mo.—Thirty-six years ago Joseph Berkowitz, now general manager of the Universal Manufacturing Co., Inc., was serving his country as a First Class gunner in the U. S. Army . . . and, today, he again does his bit by pushing the Defense Savings Bond Drive!

Assisted by S. L. Herman, advertising manager, Berkowitz is calling "Over the top" on the idea of Dan M. Nee, Missouri State Administrator, calling for 100% employee subscription in all Missouri companies. Through the plan, a deduction is made each week from an employee's salary, held by Universal until a total of \$18.75 is reached, when the employee is presented a \$25.00 Defense Savings Bond.

Berkowitz' army record included a medal awarded for first-class gunnery at Ft. Riley, Kan. He also served at Ft. Slocum, and Fort Hamilton, N. Y.; Ft. Adams, R. I., and Ft. Leavenworth, Kan., being given an honorable discharge in 1907.

The Universal manager is represented today in the army by his two sons, both First Lieutenants in the Reserve Corps and one in line for a Captaincy soon.

### Rock-Ola Works On Defense Orders

CHICAGO—Conversion of a large section of the Rock-Ola Manufacturing Corp. plant for defense production was announced October 7 with the receipt of an order for \$1,000,000 worth of ammunition containers for the army.

This is one of several large orders to be received by the company in recent weeks. The first one was on a sub-contract from the Bendix Aviation calling for metal stampings and weldings for airplane gun turret parts.

Within the next few weeks between four hundred and five hundred employees will be added to the payroll for defense work.

\* \* \*

Shocked Old Lady: "And on the way up here we passed twenty-five people in parked cars."

Young Hostess: "Oh, I'm sure you're mistaken, It must have been an even number."

## Sky Fighter Back In Production

LONG ISLAND CITY—William Rabkin, president of International Mutoscope Reel Co., Inc., of Long Island City, announced with pride that his firm's phenomenal hit Sky Fighter had been put back into production at a full schedule.

Said Rabkin: "Calls for new Sky Fighters have been coming so fast and so persistently that we have decided to heed the requests and build Sky Fighters again. There isn't a territory in the United States where distributors and operators haven't found Sky Fighter to be the outstanding money-maker in the field. Sky Fighter was the first coin-operated anti-aircraft machine gun on the market and its remarkable record of steady earnings prove beyond question that it remains on top of the heap. It is a very unusual thing in this fast-stepping industry to go back in production on a game—but then, Sky Fighter is an unusual game. We put so much more into Sky Fighter that operators are still getting more out of these guns. The resultant clamor for Sky Fighters has kept the price on used guns so high that everyone is willing and eager to buy new ones, too. Our production run on Sky Fighter has already begun and it will continue full speed ahead. The story in short seems to be that 'you can't get too much of a good thing.'"

Operators and distributors from coast to coast are reported to be overjoyed that Mutoscope has decided to reissue Sky Fighter. In addition to the inherent thrills and appeal of this gun, the increasing war-time stress is bringing even more attention and play to this gun than ever before. It is claimed that more Sky Fighters have been sold than any other gun, and with the new production it is highly probable that Sky Fighter will set a sales record that will be unbeatable for years to come on this type of equipment.

## Console Sales Up Despite New Tax

CHICAGO — September 1941 sales volume in the console class broke all records for the corresponding period in previous year, according to George Jenkins, general sales manager of Bally Mfg. Company. "Considering the new tax which the machines will carry," Jenkins said, "the record-breaking sales—which, by the way, are continuing at the same rate so far in October—seem doubly remarkable. However, we attribute some of the buying activity directly to the tax. Operators figure that, in view of the added cost of the tax, each location must earn the maximum return. Accordingly they are dumping machines which are not able to carry the extra burden of the tax and are putting only the newest, fastest money-makers in their spots.

"High Hand continues the most popular Bally console, reflecting the universal interest in poker. This machine plays regulation draw poker, the player having the privilege of holding one or more cards and drawing additional cards by depositing another coin. The cards are on regular ball-type reels and are 'shuffled' and 'dealt' by the spinning action of the reels. Rapidly gaining on High Hand sales volume is Bally's Roll-Em 7-coin dice console. Some of the collection figures are hard to believe, but are backed up by steady repeat orders on the part of operators who have given the game a real work-out."

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### USE SILVER KINGS

For Profits

\$6.50 Each  
10 or More \$5.50  
Ea. Easy to service  
—Easy to clean—  
Few parts. Distinctive design. Eleven beautiful finishes in porcelain, Hammerloid Baked Enamel. Vends all charms, nuts, candies, toys, ball gum. You pay less—get more. Today's best buy. A fast money getter in use from coast to coast.



### VIEW-A-SCOPE

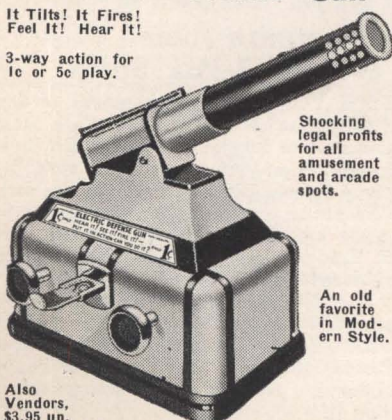
Shows life-like TRUE VUE FILMS in third dimension. Scenic, Stage, Night Clubs, Children's SPECIAL, SALLY RAND, EARL CARROLL'S BEAUTIES AND OTHERS. 35 mm Standard Film. Only \$29.95 Ea. Complete with 3 Films.

Operates on single Dry Cell Battery.

### "Electric Defense Gun"

It Tilts! It Fires!  
Feel It! Hear It!

3-way action for  
1c or 5c play.



Shocking legal profits for all amusement and arcade spots.

An old favorite in Modern Style.

Also Vendors, \$3.95 up, and Girl Film Machines. See your jobber or write for Free Details.

Complete \$32.50

Automatic Games 2422-K Fullerton Av. CHICAGO

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## DECALVERTISE YOUR BUSINESS

Make all of your equipment look more attractive with **DECALCOMANIA TRANSFERS**.

We can furnish you with attractive **TWO COLOR DECALS**, especially designed for your own individual use, for as low as \$9.00 per thousand. Many designs from which to select. Delivery within ten days to two weeks after your order is received. Write for samples and prices.

## PLASTICS ARE REQUIRED FOR DEFENSE!

Charms of American Plastic materials have advanced in price about 60 per cent in the past ninety days. Vending Machine Operators who use Charms should anticipate their needs and stock up now. We were lucky enough to acquire several hundred thousand before the price increase and we are selling **PLASTIC CHARMS** today at **LESS** than our replacement cost.

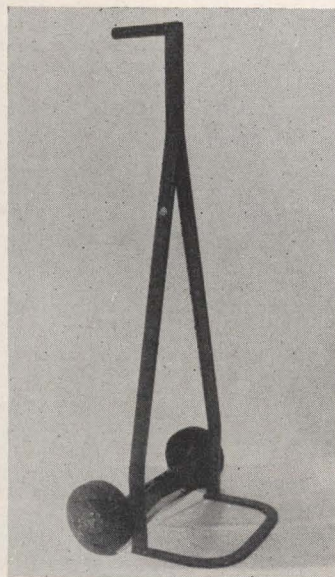
Send 10c for a small sample and latest Price List.

## PHONOGRAPH and PIN TABLE OPERATORS

Here is the most convenient tool you ever owned. Our handy

### E-Z ROLL TRUCK

fits easily between fender and hood of your car. Makes your moving problem simple.



Shipping weight  
only 20 lbs.  
44 inches high  
and  
20 inches wide

**\$7.50**

TOTAL  
PRICE

California Operators  
Add Sales Tax

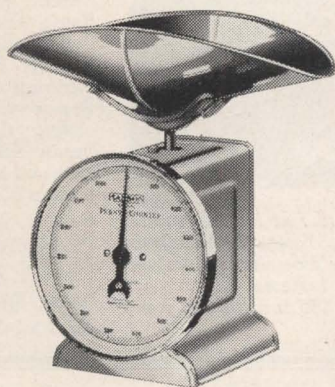
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## PENNY SCALE

TIME is your most important asset. With a Penny Scale on your route, the saving in time will pay for it in a short time. Due to constantly changing prices — you must write for quotations.



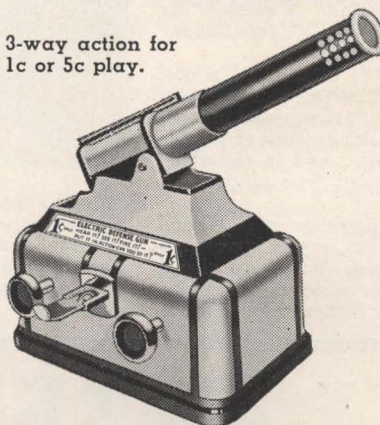
## GET THIS ONE!

New — Legal

### "Electric Defense Gun"

It Tilts! It Fires! Feel It! Hear It!

3-way action for  
1c or 5c play.



Shocking  
legal profits  
for all  
amusement  
and arcade  
spots.

An old  
favorite  
in Modern  
Style.

Complete  
\$32.50

# VIKING SPECIALTY CO.

530 Golden Gate Avenue  
SAN FRANCISCO, CALIFORNIA



# M O V I E S

## New Hook-ups Bolster Movie Incomes

HOLLYWOOD—Look to Hollywood for the new and different. Harry Snodgrass of Wilshire Amusement Co., operating the largest Wired Music System in Southern California believes in giving his customers what they want. Harry has perfected a device for installation in Metermovie cabinets so that a customer can insert a dime and the operator in the central studio trips the movie machine in the location. Thusly a customer can enjoy Wired Music in the ordinary fashion or a movie short on the machine installed in the location.

Harry reports marvelous response from his locations on the first installations and is installing Metermovie equipment in all of his best spots as rapidly as he can secure deliveries.

Stanley Turner, service instructor for Packard, has perfected an arrangement whereby Metermovie units can be used with Packard remote control wall and bar boxes. By turning to number 24 and inserting two nickels the machine in the location is tripped and one musical short unreels.

These merchandising helps are providing operators with new and varied ways to incorporate movies into their present location set-ups and thereby increase substantially their "take" from each spot. ♦

## APDI Release Fourth Program

HOLLYWOOD—Program No. 104, marking the fourth program of eight subjects to be released by Associated Producers Distributing, Inc., was announced to the trade on October 8. The following numbers comprise this new program: "Daddy's College Boy"; "Jim," featuring Gertrude Niesen; "You've Got Me Guessing," "Delilah," "My Rhapsody," "Hi, Neighbor," "Male Order," and "Right Kind of Girl."

In line with APDI's established policy, these numbers are sold as one complete program only and individual subjects are not available. The program consists of a wide variety of entertainment and is assembled to give the most varied type of program possible.

Harold Raymond, president of APDI and head of Featurettes, Inc., producing organization releasing through APDI, has placed eight more subjects for coin-operated movies in production at their Hollywood studios. ♦

## Movies Exempt From Federal Tax

WASHINGTON—Coin-operated movie machines on location as of October 1, 1941, are not subject to the \$10 or \$50 location tax as provided in the new Federal Revenue Bill.

However, manufacturers of such devices will be required to collect a 10 per cent excise tax on the sale price of each instrument after October 1 and report the total sales to the closest office of the Bureau of Internal Revenue at the close of each month's business.

Films for use in such machines are not covered by the tax bill. ♦



"Pinkie Gets Nowhere Fast in Hollywood." Pinkie Friedman, of C. Walters & Associates, gets the cold shoulder from lovely Marjorie Deanne, Techniprocess featured player, when he offers to contribute \$50 towards this year's mink coat.

## Coin-Movies New Discovery Field

HOLLYWOOD—Lana Turner landed in the royal court of celluloid simply by drinking an ice cream soda near a talent scout, but most ambitious movie youngsters have more of a problem on their hands when they try to break into the land of spotlights. Up until now the advice has been: "Your best bet of being discovered is on the stage—or in night clubs—or in radio!" But—along came Panoram Soundies, Mills Novelty Co.'s newest contribution to coin machine entertainment, and history added a new page of advice: "Be seen in a Soundie."

Bernice Parks wore out a lot of shoe leather trailing from producer's office to producer's office unsuccessfully. She appeared in "Havana Is Calling Me" for Panoram and the next thing she knew her telephone was humming with messages from producers—offers, each and every one, to appear in pictures. Even more spectacular was the story of Carmen D'Antonio, dancer in the Pirate's Den. She appeared in "Jungle Drums," the first Soundie reel released, and next thing she knew everyone in Hollywood was talking about D'Antonio. She saw her pictures in "Life" and "Look" and found a fat contract to appear in "Panama Hattie" in her fingers. Art Perry sang "Am-apola" in the Gordon Band and the encore from that arrived in the form of a screen test at Twentieth Century-Fox. He is now to be heard in his own radio program. Anne Barrett, seen in "Jitterbug Senorita" with Vincent Lopez, has just been signed to replace Betty Hutton in "Panama Hattie," and Cindy Walker of "Seven Beers" fame was invited to appear on the Rudy Vallee air show.

Other famous names worn by Panoram Soundie artists are: Alvino Rey; the King Sisters; Joy Hodges; Patricia Ellis; Lanny Ross; The Charioteers; The King's Men; Carson Robison; Six Hits and a Miss; Singing Powers Models; Music Maids; Gertrude Niesen; the Debonairs; Wini Shaw; Cliff Nazarro, double-talk movie champ; Carolyn Marsh; Grace McDonald; Susan Miller; Gale Storm; Rita Rio; Suzanne Ridgeway, Morton Downey and Band-leaders Michael Loring, Victor Young, Gray Gordon, Mitchell Ayres, Tony Pastor, Del Casino, Dave Rose, Skinnay Ennis, Emery Deutsch, Les Brown, Herbie Kay, Will Osborne, Will Bradley and Johnny Long, and Minstrel Man Benny Fields. ♦

## METERMOVIES

THE ACKNOWLEDGED LEADER OF THE COIN-OPERATED MOTION PICTURE FIELD OFFERS THE OPERATOR

## CAPACITY FOR THE FUTURE

OPERATORS! Demand equipment with long-term profits! Guarantee your future earnings with an order of METERMOVIES—TOMORROW'S MACHINE TODAY! The Exclusive Metermovie Metering Magazine is separately driven by a self-synchronizing motor, and holds TWENTY-FOUR FILM SUBJECTS!

METERMOVIES, INC.

8851 Beverly Blvd.

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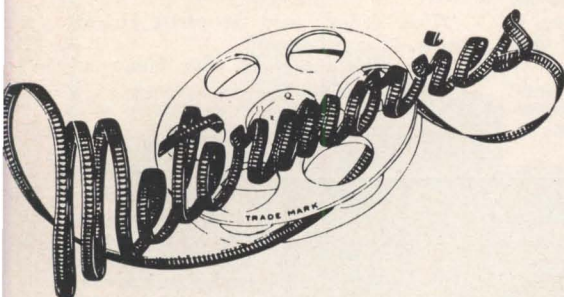
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1941



# It's 1943

## on



# calendar



1941 — has gone

1942 — has gone . . . . .

Metermovies are that far ahead —

- *Twenty-Four Subjects*
- *High Fidelity Reproduction*
- *Larger Screen*

- *Engineered Simplicity*
- *Air Conditioning*
- *Trouble-Free Operation*

## C. WALTERS and ASSOCIATES

2201 BEVERLY BLVD.

FE. 1474

LOS ANGELES, CALIFORNIA

DISTRIBUTORS FOR

CALIFORNIA . . . . .

ARIZONA . . . . .

NEVADA

### ◀ Walters Gets Films For Eleven States

HOLLYWOOD—With the arrival here on October 7 of Harold Raymond, president of Associated Producers Distributing, Inc., announcement was made of the appointment of C. Walters & Associates as exclusive distributors for Featurettes and Techniprocess film subjects in the eleven western states and the territory of Hawaii.

States assigned Walters include Arizona, California, Oregon, Washington, Nevada, Idaho, Montana, Colorado, New Mexico, Wyoming, and Utah. Walters intends to market the product through jobbers and distributors in key centers of the territory and is now ready to appoint firms.

"We're really proud to get this enlarged territory for APDI," said Walters. "We know we have the finest films that money can make. Our subjects are all new, different and refreshingly entertaining. Instead of just straight musical numbers and close-ups of singers and dancers, all of our subjects carry a skein of a story which makes them much more interesting to the picture patrons. Our studios in Hollywood are now

in production on another program of eight subjects to be made by Featurettes for release under the APDI banner. If ever an opportunity was open for live-wire jobbers in the West it's open today, for we intend to appoint jobbers just as rapidly as satisfactory contacts can be made." ♦

### ◀ Metermovies Has Mushroom Growth

LOS ANGELES—Tremendous and widespread activity on the part of coin-movie film producers has closed the last link in the chain of events boosting Metermovies into the national amusement limelight, it was announced at the headquarters of the company.

Predicting a still more voluminous growth for the company, Don Heyer, President, said, "The abundance of film now coming into being is having a very exhilarating effect upon the trade, and even the die-hards have swung into line. From now on it is a down-hill grade for the coin movie field, and our only problem is in securing man-

power and materials rapidly enough to keep even with orders."

Expounding in a similar vein, C. "Charlie" Walters, California, Nevada and Arizona distributor for Metermovies, announced that he had reduced his sales program to a "defense" program against the operators who want Metermovie deliveries faster than they can be rolled off the line and onto trucks. "I can sell 'em by the carload," Charlie said, "the limitation being only on the amount of cars available."

Commenting on the bang-up distributing job performed by C. Walters & Associates, Bob De Leon, Metermovie sales manager, said, "Charlie's excellent results have several times made it necessary for us to extract greater speed from our assembly line, but now that all of our distributors are creating outstanding results we have simply been forced to arrange for larger premises with six to eight times our present space and facilities. And already, before occupying the new quarters, our engineers have had to draw plans for extensions to the new building. These rapid adjustments have made it possible to keep not too far behind the landslide of business." ♦

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



# Department Store Uses Panoram to Present Fall Style Showing

SAN FRANCISCO—Walk by the City of Paris department store up in San Francisco's exclusive shopping district just down a block or so from the St. Francis Hotel. Nudge your way through that crowd in front of the window. Nudge hard. You won't get close unless you do. You're getting closer! You hear music! Somebody is talking! Suddenly you see the action! Women in the latest styles parading before you! It's the most unusual fashion show you've ever seen.

Everybody in the big store from Paul Verdier on down through the advertising and merchandising departments will tell you that this unusual new use of the Mills Panoram is attracting more attention to the store than any window device they have ever employed. It is, in short, simply "wowing" the customers.

Not satisfied with some 45 to 50 placements of the Panoram Soundies machine since it was introduced into Northern California, Herbert L. Lindsley, vice-president of the newly created Mills Enterprises, Inc. of Oakland, introduced this novel new use of it in a department store window. "And who knows," said Lindsley, "Maybe we've discovered a genuine new outlet for the Panoram that may take hold all over the country."

Warren H. Taylor, secretary-treasurer of Mills Enterprises, says, "A common increase in bar business is twenty-five per

cent and this does not take into consideration the income from the machine itself." Lindsley pointed out that Panoram is the only coin operated machine that has its own company to fall back on for the production of movie shorts. "We have two studios turning out features, one in Los Angeles and the other in New York," he said, "and this insures us a constant and changing supply of subjects." Panoram plans to keep right up to date on topics currently in public favor. For instance, it is planned to have some football releases during the season.

"Careful planning insures a reasonable return to the location owner in that no two machines are placed too near each other in

a neighborhood. In this way our machines aren't competing for the crowds. Whoever has a Panoram in his place isn't going to find that the neighboring location will have one also."

William V. King, special representative for Panoram Soundies, working out of the Mills Novelty Co. offices in Chicago, was a recent guest of Lindsley and Taylor. ♦

He: "Do you object to kissing on sanitary grounds?"

She: "Oh, no."

He: "Then let's take a walk through the hospital yard."

"Well, daddy," said the pretty girl excitedly. "I'm engaged!"

"You don't mean it?" her father exclaimed.

"Certainly not," said the pretty girl; "but it's great fun all the same!"



*The City of Paris, prominent San Francisco department store, chooses a novel method of presenting their new fall styles. Using a Mills Panoram in the window the special film depicting what the City of Paris had to offer the women of San Francisco blocked the sidewalks daily as interested shoppers lingered to watch the interesting unreeling.*

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## ASSOCIATED PRODUCERS DISTRIBUTING, INC.

Announce

### PROGRAM #104

#### PROGRAM NO. 101

Playmates  
The Man That Comes Around  
Their Nightmare  
Flamenco  
Nothing But Romance  
Blue Tahitian Waters  
Georgie Porgie  
When a Gypsy Plays

#### PROGRAM NO. 102

Love Song of Renaldo  
Say Si Si  
Lydia, with Rudy Vallee  
Shadrach  
Thrill From Brazil  
In a Show of Our Own  
When You're Near Me  
Tropic Swingaroo

#### PROGRAM NO. 103

Boots & Saddles with Rudy Vallee  
Samoa  
The Sultan's Charm  
There I Go  
Concertina Man  
Papaya  
Jungle Rhythm  
Male Order

#### PROGRAM NO. 104

Daddy's College Boy  
Jim, with Gertrude Niesen  
You've Got Me Guessing  
Delilah  
You Are My Rhapsody  
Hi, Neighbor  
Never Water A Lily With Wine  
Right Kind of Girl

- RCA RECORDED
- PERFORMANCE RIGHTS CLEARED
- NON-INFLAMMABLE FILMS

- A. F. OF L. MUSICIANS
- ALL ARTISTS GUILD MEMBERS I.A.T.S.E.
- REGULAR OR REVERSE PRINTS

Play in All Makes of Machines

### SPARKLING ENTERTAINMENT!

Western Operators!

We Announce With Pleasure the Appointment of  
**C. WALTERS & ASSOCIATES**

2201 Beverly Boulevard Federal 1474 Los Angeles, Calif.

As Our Exclusive Distributors in  
California, Arizona, Nevada, Washington, Utah, New Mexico, Wyoming,  
Montana, Idaho, Oregon, Colorado, Hawaii and Alaska

## ASSOCIATED PRODUCERS DISTRIBUTING, Inc.

1117 No. McCadden Place

Hillside 8179

Hollywood, California

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# Investigate Mills Novelty Company's **PANORAM-SOUNDIES**

**BEFORE YOU PURCHASE COIN-OPERATED  
MOVIE EQUIPMENT —**



1. Look over the stability of the heavy duty projector designed especially for continuous operation.
2. Listen to the fine tone reproduction of high frequency RCA recording—only produced through PANORAM'S 6 speakers—latest development of RCA.
3. Your movie machine is only as good as the source of film supply. Check over the 300 and more subjects already on hand in SOUNDIES Film Library. And note the present program of 8 exciting subjects each week.
4. Mills PANORAM can be equipped with Wall Boxes — a sure stimulator for repeated plays. A convenience that insures increased collections. All Mills PANORAM Wall Boxes are okehed by the Underwriters Laboratories.

Territories are being offered for exclusive operation. Larger sections are open on non-exclusive franchise—permitting present operators to protect their good spots by installing a limited number of PANORAMS.

**OVER 3000 PANORAMS  
NOW IN OPERATION**

Distributorship for the State of California has been secured by Mills Enterprises. Territories are now being allotted for EXCLUSIVE and NON-EXCLUSIVE franchises.

Augment your present operation with a limited number of PANORAMS today.

## **PANORAM WALL BOXES NOW AVAILABLE**

*MILLS PANORAM and SOUNDIES are on display in Oakland and Los Angeles. Write or wire today for information regarding cash price or time payment plans!*

# **MILLS ENTERPRISES, INC.**

1630 W. 18th Street

Telephone: Higate 0234

Oakland, California

*In Southern California see Cal Brown*

## **MILLS SALES CO.**

1491 W. Washington Blvd.

PRospect 0843

Los Angeles, Calif.

COIN  
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1941



# NEW RELEASES! SOUND SHORTS FOR COIN MACHINES "MILLS PANORAM"

## REEL 801

Hot News  
Follies Girls  
Gypsy Serenade  
Lips and Hips  
Calling Dr. Magee  
Singapore Susie  
Si and the Sirens  
Spanish Tease

## REEL 802

Over-Exposed  
Circus Day  
Tahitian Twilight  
High School Dramatics  
Pussy Cafe  
Haunted Oasis  
Look Before You Leap  
Hula Nancy

8 Subjects — \$6.00 Per Week  
No Contract

# "METERMOVIES"

## — REEL 110 —

Same as "Mills" 801  
With 4 Additional Subjects

## — REEL 111 —

Same as "Mills" 802  
With 4 Additional Subjects

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FIRST RUN—NO CONTRACT

# Les Lorden

FILM RENTAL DEPARTMENT  
2313 W. Pico St.  
LOS ANGELES

# Reviews OF PICTURE PRODUCT

## PROGRAM NO. 104

(The following reviews cover 8 3-minute subjects comprising Program No. 104 as released by Associated Producers Distributing, Inc. The 8 subjects are available on the program reel only and individual subjects are not sold. The first four subjects were produced for APDI by Techniprocess and the last four by Featurettes, Inc.—

### 1. HI! NEIGHBOR!

Art Baker popularized this tune via radio and Techniprocess brings it to the celluloid and packs a wealth of entertainment into the piece. The Four Merry Men are featured and locale is the alley behind a tenement house. High spot is Frank Cook's rendition of the number on his guitar and a harmonica manipulated without the aid of his hands. Well cast, perfect sound, superb direction by Roy Mack. A "socko" specialty destined for plenty and plenty of replays.

### 2. DELILAH

A popular tune picturized and pleasant to look and listen to. Jack Beekman sings the lyrics with his arms around his "Delilah." The action shifts to Rome of yesteryear when Samson feels his strength and pushes the Temple down and runs wild. The gals get him, cut his hair, bring him down to his own size and Delilah looks better than the other temptress of the court. Beekman has a nice voice, a showmanship delivery. Will please.

### 3. JIM

Here's the hot spot in a grand program. Gertrude Niesen really has what it takes to put a number over and she doesn't hold a thing back to make this number tops on anybody's program. Number is on the lament side with Miss Niesen singing the lyrics while flashbacks show the supposed "Jim" out doing all the things the song says he doesn't do. Miss Niesen's voice has a soft, intimate bedroom quality that sends the imagination "reeling." Visually she enhances the illusion. Her gowns, her hair styles, the sultry smile on her lips—all personify glamour. She sings, acts, and stages the mood and has a sense of the dramatic that is breathtaking. This one is REALLY GOOD!

### 4. THE RIGHT KIND OF GIRL

Guy Rennie is featured in this short with Marjorie Deanne, a looker and a comer if there ever was one in Hollywood. Comely, beautiful, and a blonde head to dazzle the lads from here to Timbuctoo. Rennie does some life-like impersonations of Harry Richman, Maurice Chevalier and Rudy Vallee using the tune of the filmshort. A cute number, packed with lots of interest, and destined to fill the bill.

### 5. YOU ARE MY RHAPSODY

A classy number with a beautiful song which, given half a chance, will make the Hit Parade. A portrait painter sings the words while at work on the canvas of a

beautiful girl. With portrait finished the girl comes to life and dances with the artist to the exotic strains of the full orchestra. Exquisitely done, neatly staged and sure to please.

### 6. DADDY'S COLLEGE BOY

A rah, rah number that is rather timely inasmuch as it has a college football background. Song has to do with the amount of cash a lad can do away with at college and the various shots show just how such spending is made possible. Gal comic will get a chuckle or two.

### 7. YOU'VE GOT ME GUESSING

Another timely ditty of a quartet of sailors ashore for a fling. The guessing part comes in when the gobs find most of last year's phone numbers answer to Mrs. on this year's visit. Fair number.

### 8. NEVER WATER A LILY WITH WINE

Here's one of the screwiest, nuttiest things you've ever seen. Barroom scene of the gay 90's finds June Burnette doing the vocals on this zany tune and a male quartet, garbed in the plaids of the 90's, draped over the piano. It's one of those sob numbers with a moral but turns out to be first class comedy throughout. A fitting number to round out a marvelous program of film shorts.

SUMMARY COMMENT: Picture product for the coin-operated movie machines continues to improve with each new release and program 104 is no exception. By far the finest from APDI to date. This reel has at least 4 numbers that will prove to be sensational nickel getters in any type of location. The 8 subjects make for a well rounded program with plenty of variety and talent on display.

Paul Blackford. ♦

# COIN MACHINE "SOUNDIES"

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# MAJORETTE FILM SHORTS

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and the public demands Hollywood's latest gift to the entertainment world — the three-minute musical short for use on your Metermovie, Soundview, Mills Panoram, Filmtone, Reeltone, and other automatic movie machines.

**PROGRAM NO. 101**  
Playmates  
The Man That Comes Around  
Their Nightmare  
Flamenco  
Nothing But Romance  
Blue Tahitian Waters  
Georgie Porgie  
When a Gypsy Plays

**PROGRAM NO. 102**  
Love Song of Renaldo  
Say Si Si  
Lydia, with Rudy Vallee  
Shadrach  
Thrill From Brazil  
In a Show of Our Own  
When You're Near Me  
Tropic Swingaroo

**PROGRAM NO. 103**  
Boots & Saddles with Rudy Vallee  
Samoa  
The Sultan's Charm  
There I Go  
Concertina Man  
Papaya  
Jungle Rhythm  
Male Order

**PROGRAM NO. 104**  
Daddy's College Boy  
Jim, with Gertrude Niesen  
You've Got Me Guessing  
Delilah  
You Are My Rhapsody  
Hi, Neighbor  
Never Water a Lily with Wine  
Right Kind of Girl

**PRICED AT \$65.00 PER PROGRAM**

(Regular or Reverse)

**10 ADDITIONAL PROGRAMS NOW IN PRODUCTION**

• Associated Producers use only members of the Screen Actors Guild I. A. T. S. E.; only musicians affiliated with the American Federation of Labor; and all prints are made in accordance with the latest standards of Motion Picture Engineers at major laboratories. All music is cleared.

## TO PANORAM OPERATORS:

Thanks for all your enthusiastic reports of your increased earnings with Associated Producers programs on your Panoram machines.

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Sales representatives to handle sales and rentals in exclusive territory are wanted. Be the key picture man with an Associated Producers exclusive franchise. Write:

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COIN  
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## APDI Has Film Gems In Store

HOLLYWOOD—Within the next few weeks the coin-movie operators of America are going to be given some rare film treats for Associated Producers Distributing, Inc., already has them in the bag.

On October 10th THE REVIEW reporter covering film activities in Hollywood had a chance to "set in" on a showing of some future releases and to put it in his words "they're positively and absolutely the best material we've had so far in the business."

Gertrude Niesen is starred in three of the numbers and other radio and picture prominents are featured in other subjects. Particularly outstanding is a Scotch number wherein Miss Niesen sings some old Scottish songs and a torchy rendition of "Oh, Johnny" that's bound to burn up the celluloid and bring the dollars rolling into the movie boxes.

APDI and other movie producers serving the coin machine industry exclusively are really hitting the ball these days turning out better and better productions for a fast growing business.

Then there's the Scotchman who signs all telegrams he sends his girl "Xerxes." In this way he gets in two kisses without paying for them.



"It's great to be a Metermovies operator; especially when you can visit the studio once in a while and see the films made," states Paul Hirschler of Rainbow Amusement, Los Angeles, who is shown enjoying himself on a recent studio visit. Little did Thelma know that Paul has a 17-year-old football player son, 6 foot 2 inches tall and weighing 170 pounds, at home. Had she known, Paul might not have fared so well.

## L. A. Burglars Make Annual Audit

LOS ANGELES—It used to be once a year that the L. A. Burglars moved in on C. Walters and Associates; helped themselves and then departed after starting bonfires, breaking windows, throwing eggs at the walls and ceilings and doing sundry other pranks.

But times have changed. With appetites whetted by the unusual activity at 2201 Beverly Blvd. where Metermovie machines are being sold and shipped daily the lads couldn't wait. So the L. A. Burglars Union ordered a special audit and on October 4th, under cover of darkness, a delegation visited the establishment, smashed the rear window, jimmied a few doors, examined the records, deducted \$350.00 from the balance, and departed without any other shenanigans.

"This is the third time in two years the boys have been in," said C. Walters. "There can be no doubt but what the unusual activity attendant with the sale of Metermovie equipment prompted this special audit on the part of the local Burglar Union. We are happy though that they made their deductions and departed in an orderly fashion. So we say thanks for being nice and clean and not burning down the joint."

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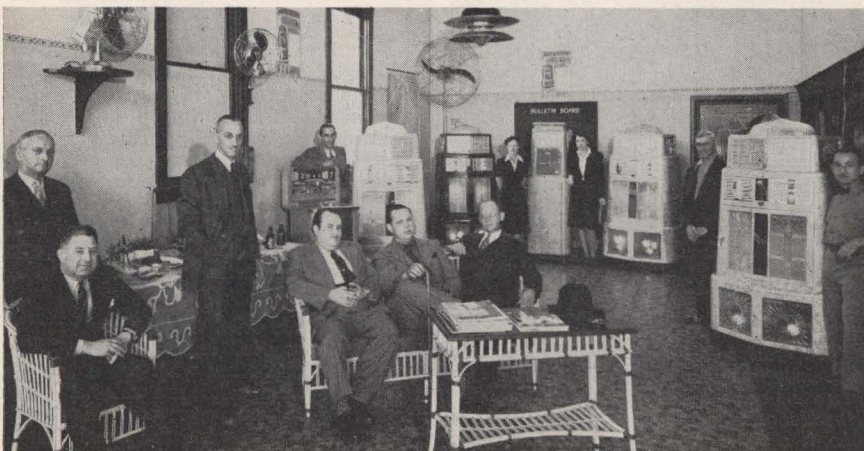
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Here is a Seeburg Symphonola phonograph and Wall-O-Matic installation in the famous "China Clipper" restaurant in Portland, Oregon. On the left is Judie McGirr, daughter of C. H. McGirr, who made the installation. Other lass is daughter of the location owner, Jim Lee.



Recent guests of Wolf Reiwitz and Al Roberts, officials of Wolf Sales Co., Wurlitzer Denver distributors were a diminutive pair of redskins, Chief Coin-In-The-Slide and his squaw, Minnie Nickels. Interviewed in Wolf Sales Showrooms, the pint-size warrior said, "White man plenty smart build 'em phonograph like Wurlitzer—plenty smart operate 'em, too." Squaw Minnie Nickels squinted admiringly at a Victory Model 850, promised to name her next papoose, Polaroid.



September 29th was a gala day in the offices of Mac Mohr when operators from all over the Southland dropped in to examine the new Singing Towers and partake of Mac's hospitality. The above photo, showing a few of the boys, was taken shortly after the lunch hour. Mac is standing second from the left.

# PICTORIALLY SPEAKING



Mutoscope machines are the star attractions in this modern Penny Arcade in New Chinaltown, Los Angeles. The smiles of satisfaction are on the faces of Fred E. McKee, Mutoscope's West Coast representative, and arcade men Howard Hong and Lloyd Young.



Cliff D. Stolfus, Singing Towers service instructor, points out a few of the interesting features of the new machine to interested operators at the Mac Mohr showing on September 29th.



**CARRIE**  
THE CAR HOP  
— says —

"Now that the tax matter is finally settled I hope the boys don't use it in unfair competition against one another. I know if an operator approached my boss and told him he'd absorb the tax just to get his machines in our place my boss would introduce his right foot to the operator's rump. He's just that patriotic and believes taxes for defense are just."





One of the popular dining places in the San Diego area is the Bamboo Inn, presided over by none other than Mrs. George Wheelock. George is one of the up-and-coming music men in the Southern city and when his wife wanted a wall and bar box installation in her establishment George obliged with a Buckley Music System.



Sam Tessler, right, Automatic Sales Co., Oakland, Calif., orders another carload of Victory Model Wurlitzer Phonographs from Edward J. Smith, left, general manager of the California-Simplex Distributing Co. "With the West Coast rushing in National Defense activity, more people than ever before need recreation and get it with Wurlitzer's good music," says Sam.



Installation of Packard Pla-Mor Remote Control Unit. The above installation is in the Hobby House Restaurant on the South Side of Chicago. The satin chrome finish of the Pla-Mor box won this location's admiration and made possible the installation.

## MUSIC NOTES

Over here in the United States, songs are written to be sung or danced to or even whistled out-of-tune. But, in Europe, they have a way of getting all mixed up in diplomatic situations and causing more trouble than a Communist in a Fascist capital. . . or a German officer in an airplane in the center of a Scottish field.

Now it's Raymond Scott's "Twilight in Turkey" which is making news. It seems that "twilight" business can be taken as a glamorous time of the day or as the end of a regime and so, according to executives of Victor, responsible for the record, the number has been banned in Turkey. However, it is quite popular in its threatening neighbor's capital and Berliners are playing it often. Scott, says Victor, is taking steps to prevent performance of all of his music in Germany, through ASCAP, but it is doubted whether he can successfully restrain orchestras from playing it.

Looking in on the American scene, Barry Wood, the baritone-bond salesman, has been signed for another year by Victor because of the tremendous sales response to his recordings of "The Things I Love," "Any Bonds Today," "Arms For the Love of America" and "Cowboy Serenade."

Honors in the musical division at West Point Founders' Day, an annual celebration, went to Benny Goodman, selected to provide music at the October event. Goodman is also planning to present the two newest creations of his 18-year-old pianist, Mel Powell, on the air. The composer of "The Earl" has followed the successful number up with "I'm Here" and "Clarinetta."

The country will soon find out which tunes are most popular on phonograph records, for Glenn Miller and NBC are going to give a full-hour program to all boys in defense camps every week. Two hundred and fifty of the latest popular records will be distributed to five camps and one camp, each week, will be awarded a new Victor combination radio and victrola. Here's how it works: Five Army, Navy, or Marine camps will be selected at random each week and asked to name their favorite tune. Each camp receives 50 popular records and the five tunes selected will be included in Glenn's radio program of that week. The public will be asked to vote for their favorite of the five selections. The camp whose favorite number is the same as that receiving the majority of public votes will receive the award.

Vaughn Monroe denies that he is planning to give up his band for a motion picture career and his band recordings will continue.

Dick Todd has donated all his Bluebird recordings to the Platter Club, which he organized for Americans in the Eagle Squadron, fighting in England, and is canvassing fellow recorders for more records.

If Three Little Fishies, The Hut-Sut Song and Daddy drove you batty, you "ain't heard nothin' yet" . . . Tommy Dorsey has just Victor-waxed a wacky, contagious novelty called The Skunk Song, tagline of which goes: Nobody Loves Me On Account of I'm a Skunk!

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Guy Lombardo - - only on  
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## THE BIG SWING IS TO

# BUCKLEY!

**Operators Everywhere Are  
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Types of Installations**

One operator tells another! That's the reason Buckley Wall Boxes are first choice among Music Men.

You'll find that a Buckley installation in your location will actually double or triple your revenue over the single phonograph installation. And Buckley Wall Boxes are absolutely trouble-free!

Your present phonograph equipment, regardless of age, make or model, may easily be converted into Buckley Music Systems, and the average cost is no more than a new phonograph. Brilliant Lumalight illumination . . . "cheat-proof" selector . . . 12, 16, 20, 24 and 32-record play with "touch-to-touch" action.

Why sacrifice a good portion of your profit each year in phonograph depreciation? Join the big swing to Buckley. Visit your nearest Buckley distributor, whose name appears below.



Operators Ken Brown and Dick Smith made this attractive installation in Carter's Southern Barbecue, 41 American Ave., Long Beach, Calif. The eleven Buckley Boxes are bringing in a neat \$60.00 per week.



Play has been tripled since L. E. Pike made this Buckley installation at the Admiral Cafe, 5050 West Pico Blvd., Los Angeles, Calif.

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# WILLIAM CORCORAN

**Pacific Coast District Sales Manager for Buckley Music System**

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**GRaystone 7878**

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# MUSIC

## Nation's Phonographs to Aid Sale Of U. S. Defense Savings Bonds

WASHINGTON, D. C.—The Automatic Phonograph Manufacturers Association and representatives of all major recording companies are inaugurating a nation-wide campaign for the Defense Savings Program, the Treasury Department has announced. The first major objective is to place "Any Bonds Today?" and other popular National Defense records as they become available in the No. 1 position on the nation's 300,000 automatic phonographs.

In announcing this pledge of support from America's leading makers of automatic phonographs and recorded music, the Treasury made public the following telegram received by Secretary Morgenthau:

"We, the entire membership of Automatic Phonograph Manufacturers Association and representatives of all the major recording companies, enthusiastically pledge our support to you in a great nation-wide drive to help our government publicize, promote and sell Defense Savings Bonds and Stamps. It is our objective to have a recording of "Any Bonds Today?" placed in the No. 1 position on every one of the 300,000 automatic phonographs in the country. Moreover, this is only the beginning of our complete cooperation throughout the period of the emergency."

The telegram was signed by Robert Gabel, vice president of the John Gabel Mfg. Co.; Fred Mills, president of the Mills Novelty Co.; T. L. Maurada, vice president of the Rock-Ola Mfg. Corp.; N. Marshall Seeburg, J. L. Barron and C. T. McKelvy of the J. P. Seeburg Corp.; J. E. Broyles of the Rudolph Wurlitzer Co., President of A.P.M.A.; C. S. Darling, secretary of the Automatic Phonograph Manufacturers Association; Edward Wallerstein, president of the Columbia Recording Corp.; Jack Kapp, president of Decca Records, Inc.; and Frank B. Walker, vice president of RCA-Victor.

Each recording company will make special "Any Bonds Today?" stickers, cards and title slips for distribution to all places where automatic phonographs are installed. The Decca recording of the hit tune which Irving Berlin wrote as a theme song for the Defense Savings Program features the Decca Band and Dick Robertson. Victor labels have Barry Wood, who sings the song on the Treasury Hour, as soloist. Kay Kyser's arrangement of "Any Bonds Today?" is recorded on Columbia labels.



A popular Denver rendezvous is the Dog House owned and operated by Jim Lake. Music equipment includes a Wurlitzer Victory Model 850 and a battery of Wurlitzer 5-10-25c Wall Boxes installed by the Century Music Co. of Denver. Lake himself is authority for the statement, "The day we installed these attractive multiple coin entry Wurlitzer Wall Boxes marked a sudden increase in the play on our phonograph which has continued unabated much to our delight."

## No Federal Tax On Phonographs

CHICAGO—The tax levied on coin-operated amusement and gaming devices in Section 555 of the recent Federal Revenue Law does not apply to coin-operated phonographs, which are, however, subject to an excise tax of 10 per cent of the manufacturer's selling price.

Because of some uncertainty and confusion which seems to exist, Automatic Phonograph Manufacturers Association requested a definite answer on this point from Captain D. S. Bliss, Deputy Commissioner of Internal Revenue at Washington.

In response to that request, the following wire, dated October 7, 1941, has been received by APMA:

REFERENCE TELEGRAM SIXTH TAX IMPOSED SECTION FIVE FIVE FIVE REVENUE ACT FORTY ONE DOES NOT APPLY TO COIN OPERATED PHONOGRAPHS.

D. S. BLISS,  
DEPUTY COMMISSIONER

COIN  
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## Packard Appoints United Coin

MILWAUKEE, Wis.—Harry F. Jacobs, Jr., and his United Coin Machine Co. at 7911 West Becher Ave., has been named to represent the Packard Manufacturing Corp. in Milwaukee and its vicinity.

In announcing the appointment, Homer E. Capehart, Packard's president, said, "We take pride in being represented in Milwaukee and surrounding territory by United Coin Machine Co. This firm, organized by Jacobs and his father in 1938, has grown by leaps and bounds, due to the enterprise and ability of its owners and the confidence they enjoy among the entire trade in that area."

Jacobs commented on his company's new representation by saying, "We wish to cordially invite all operators to drop in at any time convenient to them for get-acquainted chats."

United Coin will carry a complete stock of Packard Pla-Mor products.

## ◀ Troy Radio Adds Gerett Needle

LOS ANGELES—The Troy Radio & Television Co. has been appointed local agent for the M. A. Gerett longplay Miracle Point needle in the Los Angeles area and is now carrying ample stock to care for operators' requirements.

Troy is situated at 1144 South Olive Street.

The Ink Spots - - - only on  
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### *An Astrological Portrait*

— of —

**GEORGE A. MILLER**

**President, California Music Operators Association**

— Prepared by —

**HELENE PAUL**

*World Famous Astrologer*

The "celestial blueprint" — otherwise known as a horoscope, of George A. Miller, very definitely reveals his natural tendency for anything that would involve the various branches of either the theater or amusement, or artistic endeavor.

He was born on August 1st, with what is known as the Sun in Leo. This—the sign of the Lion, contributes a liberal, cheerful, good-natured, disposition. It adds a strong, forceful personality, and high, lofty aims and ambitions. It makes one charitable, humane, generous to a fault, sincere and sociable. He is ever-ready to lend a helping hand. In fact, he cannot say "no" to those in need. A born showman, he can dramatize anything—and his early endeavors may have been in the theatrical profession.

He must, however, be at the head of an undertaking, and he cannot "stoop to conquer." In other words, with his natal constellation what it is, he has achieved his important position through fair dealings and hard work, as well as a great sense of pride and justice. Somewhat dictatorial and stubborn, he is nevertheless always willing to listen to reason — especially when it con-

cerns the promotion and dramatization of his pet enterprise.

The favorable aspect of Mars in Gemini adds an unusually keen mentality and a faculty for tackling several problems at once. It makes him very observant, rapidly surveying a situation with a swift, clear way of transmitting impressions to others. He is sometimes sarcastic, more or less caustic and satirical in remarks and admonitions and very fond of friendly disputes or verbal, sham fights.

Other favorable vibrations here also add a certain serious quality and a dependability of thought and action which has helped him acquire his important position. He does not spare pains or effort to reach his objective, and can be depended upon to make good a promise — no matter how many obstacles it may involve.

In addition to this, he has a certain sympathetic, humane quality, with a sense of balance and justice, which has undoubtedly made him extremely popular.

There are many important developments scheduled in the chart of George Miller, for the ensuing year, but just how to handle

them, when to make important moves, would be revealed in a personal analysis of his horoscope. The usefulness of astrological analysis is proven in the lives of people who have many interests — such as Mr. Miller — for every move is of vital importance — not only for its own immediate development, but for the effect it may have on succeeding activities. ♦

### ◀ *Hits of Yesterday Prize Plums Today*

CAMDEN—Like that well-known "Good man," you can't keep a good song down . . . can't even keep it from spinning if the continued success of some universal favorites is any criterion.

More than 100,000,000 records will be turned out in 1941, but a survey of the field has proved that the records fans still can't get enough of such favorites as: Tommy Dorsey's Marie, Song of India, I'm Getting Sentimental Over You; Artie Shaw's Begin the Beguine, Jungle Drums, Nightmare; Glenn Miller's Moonlight Serenade, In the Mood, Running Wild, Little Brown Jug; Alvino Rey's Hindustan; Rudy Vallee's Old Sow Song; Erskine Hawkin's More Than You Know, In the Mood; Clinton's In a Persian Market, My Reverie; Wayne King's Waltz You Saved For Me, and a host of others.

Songs will come and songs will go on the coin machines, but the standards, the favorites of yesterday, will always go . . . and go strong. You can't stop a winner! Coin Machines will do well to spot the new tunes with some of the never-stop favorites. ♦




# NO CAUSE FOR ALARM

COIN  
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1941



Despite the weather, the war, the draft, the season, the big demand for new Wurlitzers and all other factors that occupy our minds and our time, we still have a crackerjack Service Department making rapid repairs at reasonable prices. Call on us whenever you want ACTION!

## **CALIFORNIA-SIMPLEX DISTRIBUTING CO.**

*Exclusive WURLITZER Distributors*

**SAN FRANCISCO**  
415 Brannan Street

**LOS ANGELES**  
1348 Venice Boulevard



# You Can Put All Your Eggs In One Basket! . . . . . : If It's a



Jack Gutshall

## PACKARD (PLA-MOR)

SELECTIVE REMOTE CONTROL

You're not taking chances because thousands of music listeners put their nickels into one machine every day . . . PLA-MOR!

Streamlined beauty in small, compact size! Easy to handle knobs with turning action! Just titles, no number-hunting for selections. PLA-MOR is a sturdy, dependable machine giving unbelievable service! Nickels just naturally find their way to a PLA-MOR box! It speaks smartness and convenience to the public . . . and SERVICE AND DOLLARS TO THE OPERATOR!

### ESQUIRE FUNCTIONS ONLY FOR YOU

ESQUIRE operates to take care of your every music requirement. A full repair and servicing department in charge of a competent technician is available for musicians. In addition ESQUIRE carries a full line of Speakers, Filben lightning-speed record changers, and other profit-making items for musicians. Come in TODAY. Make ESQUIRE your headquarters when buying records at Decca. Our offices lead directly to Decca's back door!

## ESQUIRE MUSIC COMPANY

1870 W. Washington Blvd.

ROchester 2103

Los Angeles, Calif.

## NEW YORK

NEW YORK—The South American Way is a prosperous one these days and Uncle Sam has a road map all ready for all jobbers and distributors who want to take up the trails of dollars down there! If you really want to sell to our Latin American neighbors, just drop a card to the Bureau of Foreign and Domestic Commerce. They'll answer all your "Hows" and other questions.

And, if the government is cooperating with business men, the business men of the coin machine field are cooperating with the government. The Amusement Board of Trade of New Jersey, cooperating with a movement of the New Jersey retailers, has undertaken to sell U. S. Defense Stamps.

Once one of the country's greatest criminal lawyers, Hon. Samuel S. Liebowitz, now judge of the Court of King County, is slated to be head speaker at the dinner of the Automatic Vending Division of the United Jewish Appeal, at the Hotel Astor, Oct. 15. David Lear, Universal Cigarette Service, is chairman of the committee, assisted by leading automatic vendor and association officials.

Beauty has been added to Manhattan Distributors set-up—in the person of Ruth Berliner, new staff member, who has a long line of experience in coin machine merchandise and a sound knowledge of operators' demands.

That was a nifty, combining all local

Jimmy Lunceford - - only on

**D E C C A**

pinball associations in one federation. LeRoy Stein was behind this, too, but a good word in behalf of Lou Goldberg and Paul Kalson should not be omitted. This is to let the boys know the COIN MACHINE REVIEW will be glad to cooperate.

Coinmen were glad to note increased activity on the part of police in the attempt to cut down burglaries and robberies of machines. But the cop who used his gun and winged the 15-year-old was being a bit too hasty. We don't want massacres, old-timers, just justice.

Well, at least there is one big time jobber in this territory who acts on what he reads. Reference is made to the Rosenberg-Munves combination, a sweet tie-up if there ever was one. This outfit has just opened a 14th Street arcade devoted to Rifle Sports. We hasten to tell the boys that they are not only in step with the times, but there is every indication that they will prosper.

In town recently, Meyer Gensburg of Genco who parked over in Coin Machine Row at Bert Lane's. On his way to Florida where his folks are staying, Gensburg paused long enough to whisper of record orders and New York being number one on the hit parade. Genco's success in the East was attributed to the aggressive merchandising efforts on the part of the mentor of Seaboard Sales.

### FOR SALE

15 Unit Wired Music System, high fidelity speakers, studio and location equipment.

Box 370

Coin Machine Review

1115 Venice Blvd.

Los Angeles, Calif.

Tony Gasparro is still handing out the cigars at his new quarters in "The Row." Tony has gone in for some slick interiors plus good-lookers for his office crew. New and used games are to be seen, including a few winners that the Gasparro firm nearly always manages to collar.

Napoleon I had his Elba and Waterloo, but it wasn't hayfever. That's what's bothering our Willie (Little Napoleon) Blatt who hit for the White Mountains recently to get relief. Which is a mystery. Now that the Dodgers (Bums to you and you) have won the N. L. pennant, how can anyone or anything be wrong in Brooklyn? We ask you!

It's still popularity for Sky Fighter games. Mutoscope is going full blast with no let-up in sight. Spots are at a premium and bound to continue so. However, a little leg work recently revealed some nice spots in Brooklyn and the Bronx that could be had if only some of the boys will take the trip and look around.

All you phonograph operators who are worrying about the polish on your machines might be interested in what the Keystone Vending Co. is offering. We've seen some very dirty machines made spic and span and maybe that's the answer to that long look the location owner gave you last Friday. Harry Pearl and Harold Lawrence always on tap.

Add still another opening on "The Row." National Novelty Co., formerly of Merrick, L. I. Operators who couldn't make the Long Island trip, will now be spared the inconvenience. Earle C. Backe, in charge of National, who has many friends in this territory, has the glad hand ready.

Did you know that many New York coinmen are the best customers the airlines have? Furthermore, we are told that many pioneers in air travel were coinmen, which may not prove much except that people in this business are always a step ahead.

Now that Bob (Gentleman Bob) Hawthorne is a big shot with DuGrenier, Inc., former associates in the CMA feel compelled to buy Bob's lunch. Bob wants the boys to know that he appreciates the flattery, but how much can a guy eat?

What's become of Jack Weinstein, the fellow with the big smile? Jack who operates in Manhattan, has been missed by several of his friends who want to know how he is doing? Another wandering son is Murray Lewis who once held a crowd of the boys spellbound with his tales of narrow escapes. Will both boys please report to headquarters and put their friends at ease?

The season of fishing parties is on us and if we spotted one we must have spotted at least a dozen gatherings off to all points South and West. In behalf of the trade and the rest of us we serve notice that regardless of who and what is caught, there ain't no such a fish. It's a lie.

The get-together of the Brunswick Music Co. at Little Cedars Lodge, New Brunswick, N. J., was distinguished by some rare culinary exhibits, such as the broiled steak that really sizzled and mashed potatoes that almost sang "Sweet Adeline." But the pièce de résistance was our Senor George Hass who got tangled in his chef's disguise and had to be rescued by a can opener. How was it done? Read next month's installment for the thrilling event.

Irving Sherman. ♦

Bing Crosby - - - only on

**D E C C A**

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## REVIEW IMPOSTER IN ST. LOUIS

ST. LOUIS, Mo.—Presenting himself as a representative of the COIN MACHINE REVIEW, a man has been approaching prospective advertisers here, using intimidating and offensive methods to obtain advertising. He is purely an imposter and all advertisers are warned against his future visits. The only official editorial and sales representative of THE REVIEW in St. Louis is Robert A. Latimer who has received complaints from subscribers of this publication regarding the interloper's methods.

## Phono Records Now Taxed

LOS ANGELES—A 10 per cent tax upon the sale of phonograph records by the manufacturer, which became effective Oct. 1, is announced by all record manufacturers. All shipments of records made on and after Oct. 1 are affected by the tax, the result of an amendment, Section 545 of the Internal Revenue Act of 1941 upon Section 3040 of the Internal Revenue Code.

Taxes on various records are as follows:

Record List Price	10% Excise Tax
\$ .35	\$ .01575
.50	.0225
.75	.03375
1.00	.045

## MAKE RECORDS under your OWN LABEL

At prices below current  
market prices

Special Sale and Standard  
MASTERS Available

Classical, Standard,  
Hillbilly, Popular,  
Foreign Language, etc.

INSTRUMENTALS  
Vocals  
Ten and Twelve-Inch  
Available at once

We have master recordings which  
can be used on a royalty basis.  
Pressing facilities can be arranged.

Write or Wire to

**Record Syndicate  
Trust**

1776 Broadway  
New York City, N. Y.

## REVIEW Protests Unfair Use of Word "Juke" In Forthcoming Flicker

LOS ANGELES—Ever alert for sequences in forthcoming motion pictures which might portray the Coin Machine Industry, or any part of it, in an unfair light REVIEW reporters came upon a script being readied for production at Universal Studios based upon the Automatic Phonograph Industry and treating broadly of Music Machine and Wired Music installations.

Picture is tentatively titled "Fifty Million Nickels" and will star Harriet Hilliard, actress wife of band-leader Ozzie Nelson, and Ken Murray.

Highlight of the picture is when Miss Hilliard, an opera star, records a popular ditty which becomes a sensation over the automatic phonograph network and she has the title of "Juke Box Jenny" dumped upon her. Believing that the Studio would prefer to be accurate the following letter was dispatched immediately:

September 30, 1941

Mr. Jaik Rosenstein  
Universal Pictures Corporation,  
Universal City, California.  
Dear Mr. Rosenstein:

It has come to my attention that Universal is producing a motion picture entitled "Fifty Million Nickels," in which the leading character, played by Miss Harriet Hilliard, comes to be known as "Juke Box Jenny."

On behalf of 5,000 music machine operators of 500,000 machines, I should like to go on record as protesting this description of a singer earning fame via the music box route. Juke Boxes, made several hundred years ago, by a family of Swiss skilled in music box mechanics, an art handed down from generation to generation of Jukes, bore no resemblance to today's music machines for they required cranking and produced tunes in no way resembling the life-like, smooth rhythms of today. In simple, plain fact, Juke Boxes are one thing—music boxes or machines something entirely different.

While THE COIN MACHINE REVIEW and the great industry it represents is happy to see your appreciation of America's favorite musical recreation, we should like to keep your picturized recognition of it authentic. Thus, a suggestion that "Juke Box Jennie" become "Music Machine Maisie" or some similar cognomen.

Sincerely,

The COIN MACHINE REVIEW,  
P. W. BLACKFORD,  
Editor and Publisher.

If you too, resent the popularizing of the term "Juke" write your objections to Universal Studios today for this picture will be in production before the end of October.



Joe Mangone of New Jersey Sound Systems, Vineland, New Jersey, and Pat Grando, proprietor of Vineland Recreation, are inspecting Packard Pla-Mor equipment being loaded for delivery to Grando's location.

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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



**You've Heard About It! . . . . You've Read About It!  
NOW COME IN AND SEE ABOUT IT!**

**Packard**

HAS 14  
DIFFERENT  
ADAPTERS

**Packard**

HAS A FULL  
LINE OF  
SPEAKERS



**Hart Music**

is the authorized  
Packard Distributor in  
the Seattle area.

**Hart Music**

offers the facilities of  
their fine new head-  
quarters to Music  
Operators of the Pa-  
cific Northwest.  
Come in today!

**YOU ARE ENTITLED TO THE BEST — WHY TAKE LESS?  
IMMEDIATE DELIVERY AND INSTALLATION**

**Write — Wire — Phone Jack Turner**

**HART MUSIC COMPANY**

3140 ELLIOTT AVENUE

PHONE: ALder 2320

SEATTLE, WASHINGTON

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## Phonos Factor In Modern Miracle

CAMDEN — With sales of phonograph records heading for a peak of history-making proportions by the end of 1941, and with new highs in sight for next year that will dwarf anything ever experienced in the 43-year history of the industry, the mighty coin-operated phonograph has come into its own as a powerful influence in a modern miracle.

A recent survey of the record industry, as reported in a new magazine, estimates that an unbelievably high percentage of all records currently sold find their way promptly into coin phonographs, and that play on the instruments has doubled during the year. The importance of this remarkable development is further underlined by Tommy Dorsey, who states flatly that nickel-in-the-chute play means more to a band now than does radio time.

From what sort of a start has this modern counterpart of Hamlet's ghost sprung? What influences have worked to bring the record business back from the morass of public indifference and industrial bankruptcy into the spotlight as one of the miracles of modern industrial history? It's a long story, and the way is marked with the bleached bones of two other declines in the popularity of the black disc.

Records seemed headed for oblivion once in 1905 while still an unaccepted industry, again in 1925, and finally in the lean years of the depression when record sales plunged to a mere fraction of the towering figures they achieved in the boom twenties. Reasons for this multiple decline and resuscitation can easily be traced to factors

in the industry itself, as well as to outside, but related, influences.

A Frenchman, Leon Scott, is credited with the first conception of the phonograph, or "Phonautograph" as he called his new contraption. This was in 1855, but the idea was either too hazy or too poorly presented to secure any financial backing, and the scheme was abandoned.

In 1877 however, the more practical Thomas A. Edison took up the idea and the day dream assumed concrete form. Other engineering pioneers became interested. In 1888 Emil Berliner conceived the idea of pressing a number of records from a master rather than spoiling the original disc by playing it back as his predecessors had done. Ten years later he showed the device to Eldridge Johnson of Camden, N. J., and Johnson was fascinated. A new industry was born.

It was prophetic that the first recording made by the new partnership was entitled "I Guess I'll Telegraph My Baby." Their instrument was crude and their results barely recognizable but Johnson and Berliner were laying the foundation for the RCA Victor organization.

The name "Victor" did not appear until 1901 when Johnson was convinced they had won "victory" over their problems. The trade mark, the famous Victor dog, was adopted about the same time when the Gramophone Co., Victor's British affiliate, bought the now world-famous painting by an obscure commercial artist, Francis Barraud. The new company was ready to go.

But the public failed to see it. No matter what Johnson did, the phonograph was regarded generally as a toy. Buyers scrupulously avoided the machine and—what

was worse—reputable musicians refused to record for it.

The break came in 1906 and was directly due to two factors: The Victor Company's heroic advertising efforts and the signing of Enrico Caruso as a Victor artist. Sales of some of the Caruso records still stand untouched in record history while the Victor Company, convinced that it had a story to tell, told it in practically every form of advertising known. From 1906 to 1921 Victor was probably the most consistent user of advertising space in the country, utilizing magazines, newspapers, billboards, car cards, movie slides, direct mail. And its soaring sales curves proved it was right.

But in 1921 radio came into the picture, not only a new idea but a vast improvement in sound reproduction. Beside it the phonograph, which still used the old acoustic process of the early 1900's, looked pale in contrast. By 1925 millions of talking machines had been relegated to the attic while the public wondered vaguely, if at all, whether the things were still being made.

The next year their doubts were dispelled with a blast of advertising heralding the Orthophonic Victrola, the tonal equal of the finest radios of the day. It brought with it the realization that radio was not and never could be the musical rival of the phonograph. The two instruments occupied different fields.

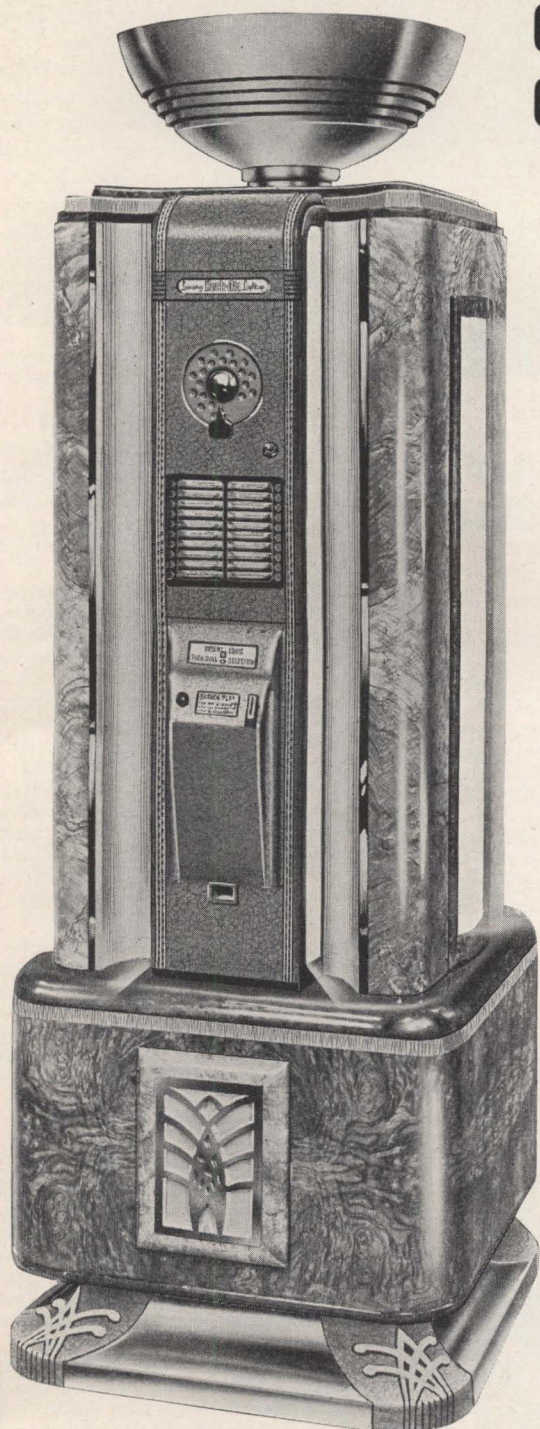
It was also about this time that recording itself underwent a tremendous transformation. Discs had previously been recorded through an elongated horn which, because of its ability to concentrate sound, moved the needle over the disc in propor-

SEE PAGE 44

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**George A. Miller Says:**  
**ROCK-OLA IS GOING STRONG**  
**IN ALL OUR 29 NORTHERN**  
**CALIFORNIA**  
**COUNTIES**



**Just  
Read  
This!**

George Young, Selma, Calif., sub-distributor for Northern Distributing Co. sold over 100 Rock-Ola Tone Columns since March of this year.

Maurice Delaney, operator of Sacramento, is now using Rock-Ola Spectravox Equipment for his wired music installations.

Allied Music Co., largest telephone music operators in the State, at Oakland, find Rock-Ola Glamour Tone Columns and Spectravox Tone Columns to be an asset to their wired music business. They are buying them in 10 and 20 lots, and often.

The following are the counties in which George A. Miller of the Northern Distributing Company has the exclusive distribution for Rock-Ola equipment.

Siskiyou	Placer	Mariposa
Trinity	Eldorado	Madera
Shasta	Sacramento	Fresno
Tehama	Amador	Tulare
Glenn	Alpine	Kings
Butte	Tuolumne	Yolo
Colusa	Calaveras	Solano
Sutter	San Joaquin	Contra Costa
Yuba	Stanislaus	Alameda
Nevada	Merced	

**NORTHERN DISTRIBUTING CO.**

**ROCK-OLA DISTRIBUTORS**

**128 East 14th Street**

**Oakland, California**

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tion to the singer's lung power. Now, however, a microphone was employed and the recording done by an electrical process. The results were so startlingly realistic that they could be compared only with the music in the original.

Once again records and phonographs were in the sun and sales figures approached their former levels. And, once again, they were dealt a body blow by some outside agency.

In 1929 came the depression and for five years notices were appearing all over the country hinting that the record business had seen its last. Actually there were still remaining large numbers of record fans who were willing to spend their money, but nobody was certain of that then. It took the new vigor of the Radio Corporation of America, who by that time had taken over the faltering Victor Company, to prove the fact.

In 1933 RCA Victor stopped talking about the dismal plight of the record business and aggressively did something about it. The first step was "Higher Fidelity," an incredibly realistic recording system so sensitive that it is capable of recording overtones beyond the scope of the human ear. They redesigned their instruments, reduced the price, introduced the record player attachment for radio users and expanded their advertising.

The results are well enough known now. Since 1933 record sales have doubled and quadrupled. Of course the sweeping popularity of swing and its offspring, hundreds of thousands of coin phonographs—played a major part. Returning prosperity also helped, along with the demand for certain artists created by radio. But in the main the record industry has fought its own fight until it can now claim, together with the radio, the credit of bringing about a growing American interest in music, a rebirth of attention to enduring entertainment.

For the future, the industry has learned its lesson. No longer does it compete with radio since it provides something radio never will: "Music You Want When You Want It." Victrolas and coin phonographs



Bandleader Art Kassel and vocalistic Marian Holmes examine some of the 200 door knockers sent by Kassel fans soon after the band's introduction of a new theme song: "Knocking At Your Door." Kassel is thrilled at the idea of extending his collection and wonders what must have happened to the bandleader who used "Kitten On the Keys" as his theme song. No doubt he operates a feline farm on the side now.

are kept scrupulously in the forefront of scientific advance. Artists are signed often before they are known and the public taste continuously sampled to follow the trends. The record industry has taken its place beside radio and the publishing business and promises ever increasing services to education, entertainment, and music. ♦

### L. A. Coinmen On Utah Deer Trek

LOS ANGELES—Jack Gutshall, head of Esquire Music Co., in company with Jack Pfeiffer, operator; Louie Petteruto, service man at Esquire, and three location owners will leave Los Angeles October 17th for a deer hunting trip in the Kanosh Mountains north of Fillmore, Utah.

Group will make the trip in Pfeiffer's station wagon and armed with permits for a buck and a doe each the lads hope to return home with a full cargo of venison. ♦

### Parsons Returns From Annual Fishing Jaunt

CHICAGO—"It is good to get back with the music systems again after spending the first weeks of September fishing up in Canada," says F. H. Parsons, vice-president, Buckley Music System, Inc.

"In talking with our many distributors, I find that I meet a lot of good music men who are also good fishermen," Parsons tells us. "I have been doing my fishing up north the first part of September for a good many years. For me, this seems to be a good time of year to get in a trip and it gets me back on the job just as the fall business season gets a good start.

"I have never seen business like it is now. All summer long, one distributor after another has visited our factory for the sole purpose of placing advanced orders to assure delivery. Buckley Illuminated Music Systems have enjoyed a wide and national distribution.

"It seems now that no matter whether we meet a distributor in his own or in our office, his main interest is orders. These distributors are loaded with orders from their customers and in turn, they keep loading us with business." ♦

### Candy Bar Prices To Go Up

WASHINGTON—Despite both past and prospective sales increases, American candy manufacturers face production difficulties which may cause them to reduce the size and weight of penny and nickel bars and withdraw some nickel products in favor of ten cent sizes, according to a report of the Department of Commerce.

Rising costs and shortages in packaging facilities are forcing candy makers to seek ways and means of overcoming production difficulties, despite record sales volume. An increase in fall business of 15 to 20 percent is anticipated. The gain during the slow months of June and July was 20 percent over last year. ♦

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## BOTH CHAMPIONS! BOTH TOPS IN THEIR FIELD!

Just like the Packard PLA-MOR REMOTE CONTROL SELECTOR and CONSOLE SPEAKER!

They never fail in the job of bagging profits! Season after season, year in and year out, the beauty of Packard PLA-MOR catches the public fancy . . . and holds it!

Remote Control Selector and Console Speaker alike feature the quality of service . . . no high repair bills to cut down on the enormous intake of nickels! Let us show you how to end location worries! Come in today!



**BENNETT'S MUSIC COMPANY**  
516 W. Washington St. Phoenix, Arizona

**DECCA**  
All-Star Records

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.





Homer Capehart, president of Packard Manufacturing Corp., was so proud of the watermelons grown on his Washington, Indiana, farm that he brought a load up to Indianapolis and everybody in the office stopped to have a watermelon feast.

## Coin Operators to Benefit By Vast Victor Promotion

Dance Caravan Featuring Tommy Dorsey and Shep Fields to Push Records in Michigan, Ohio, Indiana and Kentucky.

CAMDEN—Coin phonograph operators throughout Michigan, Ohio, Indiana and Kentucky will enjoy the nickel-pulling benefit of the largest popular record promotion in some years, when the RCA Victor Dance Caravan, starring the orchestras of Tommy Dorsey and Shep Fields, heads into that territory early in November.

Patterned after Monte Proser's Dance Carnival held at Madison Square Garden last summer and which was pictured in *LIFE* Magazine, the RCA Victor Dance Caravan will have the motif of a tremendous South American night club. Decorations will consist of gigantic white palm trees, a brilliantly colored waterfall with real water and multi-colored terraces and tables. The dance floor will encompass 30,000 square feet.

Tommy Dorsey will grace one bandstand with his entire entourage starring Frank Sinatra, Connie Haines, The Pied Pipers and trumpeter Ziggy Elman.

The other stand will house Shep Fields, who first rode to musical fame on the crest of a "Rippling Rhythm" wave, and his new all-saxophone orchestra which have already created a ripple in musical circles with their unusual arrangements.

Set to open in the Cleveland Auditorium for a four-day run beginning November 5, the RCA Victor Dance Caravan will play succeeding dates in Detroit, Toledo, Dayton, Columbus, Cincinnati, Louisville and Indianapolis. It is under the direction of Milton Pickman, former general manager of Monte Proser's enterprises who is well known to operators for his management activities in behalf of Larry Clinton and Ted Lewis.

Tremendous promotion, under the direction of RCA Victor's Promotional Department, will be effected in every town scheduled to help operators in each locality draw more nickels not only on Tommy Dorsey and Shep Fields recordings, but on those of every artist on the Victor and Blue Bird popular labels.

## Permo Acquires Additional Space

CHICAGO—The constant increase of business has made it necessary for Permo Products Corporation to increase its floor space and October 1st it took over two floors of the modern, up-to-date factory building, 6423 Ravenswood adjoining its present property.

The sound and testing laboratory, inspection, carding, and shipping departments will be transferred to the new quarters releasing badly needed space in the present plant for increased production.

The next issue of *THE REVIEW* will carry a picture of Plant No. 2.

## Columbia Scoops With Band Wagon

NEW YORK—Cleaning up the pretty posies of publicity, Columbia Recording Corp. has achieved a tie-up for cooperative promotion with the F. W. Fitch Co., sponsors of the Fitch Band Wagon program.

Pat Dolan, of Columbia, declares, "We figure this is a natural. The Fitch Band Wagon, with one of the highest Crosley ratings on the air, has an audience that is naturally interested in records. The people who listen to bands on the Fitch show will want to hear their latest recordings."

The program opened with the Eddy Duchin broadcast, Oct. 5th, in which he premiered the Fitch-Columbia series with his recording of "Love Thought Of It All," backed up by "Stars Over the School House." Following the broadcast, credit was given the former which was then put on sale throughout the country. Similar treatment will be given Harry James, Horace Heidt, Kay Kyser and other bands. Columbia is promoting chosen records through all regular channels as a "Fitch Band Wagon Special", the tag being carried on the actual record label. Mannie Sacks and Joe Higgs are in charge of selecting tunes to be featured.

Responsible for the negotiations between Columbia and Fitch were Dolan, Maurie Lipsey, MCA, Chicago, and E. G. Naeckel of Ramsey Advertising Agency, Davenport, Ia., representing Fitch.



## Ed Wisler Says:

You'll never go on the rocks with a Packard PLA-MOR Remote Control Selector around! It's a regular beacon on location problems! Pouring in nickels, it brings smooth sailing all seasons of the year! Bigger profits and less upkeep . . . that's PLA-MOR! I'll gladly tell you more about it!

### ED WISLER

District Manager  
Packard Manufacturing Corporation  
Adams Hotel Phoenix, Ariz.

## Universal Starring Music Boxes

LOS ANGELES—Those fascinating boxes in drug stores, cocktail bars, restaurants, that have taken America by storm have been discovered by Hollywood and Universal Pictures Corp. in starring Harriet Hilliard and Ken Murray in "Fifty Million Nickels."

Ozzie Nelson's song-giving wife plays the role of a concert singer who scorns the idea of singing for music machines. Ken Murray plays a machine company representative who, wearying of the attempt to make her "see the light," secretly records her singing, without accompaniment, then has a hot swing band dubbed in on the recording. Putting the record into circulation, the concert singer wakes up to find herself famous as a music machine favorite!

In an exclusive interview with *THE REVIEW*, Jake Rosenstein, of the Universal staff, said that other prominent music machine entertainers in the picture will be Charley Barnett and his band, Wingy Manone and the King's Men. Everett Carter and Milton Rosen created numbers for the musical, "Give Out," "Swing It, Mother Goose" and "Macumba", the latter a South American dance which is expected to be a sensation.

\* \* \*

Old Maid: "Has the canary had its bath yet?"

Servant: "Yes, ma'am. You can come in now."

Woody Herman - - only on  
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# RECORDS

## KEY TO RATING

- 5★ **EXTRA GOOD.** Recommended for use on any phono. Don't pass it up.  
4★ **VERY GOOD.** Universal appeal. Good entertainment for any type of spot.  
3★ **GOOD.** Returns, in many cases, will vary according to type of location and patronage. Not unusual.

## BLUEBIRD

- 3½★ 11305 Sonny Dunham  
NOTHIN' (FT VC)  
MY FOOLISH HEART AND I (FT VC)  
3★ 11304 Bob Chester  
B-I-BI (FT VC)  
THE WIND BLOWS FREE (FT VC)  
3½★ 11303 Vaughn Monroe  
MOONLIGHT MASQUERADE (FT VC)  
THE WINDOW WASHER MAN (FT VC)  
2½★ 11302 Harlan Leonard  
KEEP ROCKIN' (FT)  
DIG IT (FT VC)  
4★ 11301 Dinah Shore  
SOMEBODY NOBODY LOVES (V)  
IF IT'S YOU (V)  
3★ 11300 Teddy Powell  
MAKE LOVE TO ME (FT VC)  
THE BIRTH OF THE BLUES (FT VC)  
3½★ 11299 Glenn Miller  
THE MAN IN THE MOON (FT VC)  
MA-MA-MARIA (FT VC)  
3★ 11298 Wingie Manone  
THE BOOGIE BEAT'LL GETCHA (FT VC)  
OCHI CHORNYA (FT VC)  
2★ 11297 Graziella Parraga  
SALUD, DINERO Y AMOR  
THE ECHO IN MY HEART  
2½★ 11296 "Fats" Waller  
SAD SAP SUCKER AM I (FT VC)  
RUMP STEAK SERENADE (FT)  
2½★ 11295 Mitchell Ayres  
MISIRLOU (FT VC)  
THE WAITER AND THE PORTER AND THE  
UPSTAIRS MAID (FT VC)  
2½★ 11292 Charlie Barnet  
THE HEART YOU STOLE FROM ME  
(FT VC)  
MURDER AT PEYTON HALL (FT)  
2½★ 11294 Magnante's Accordion Band  
CLARINET POLKA  
HALLI-HALLI-HALLI (March)

- 2★ **FAIR.** Just passable entertainment.  
1★ **WEAK SISTER.** Not strong enough to pay its own freight. Skip it.

## ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

- 4★ 11293 Freddy Martin  
BY-U BY-O (FT VC)  
SO SHY (FT VC)  
3½★ 11291 Dick Todd  
I DON'T WANT TO SET THE WORLD  
ON FIRE (V)  
CONCERTO FOR TWO (V)  
3★ 11290 The Airport Boys  
IT AIN'T GONNA RAIN NO MO' (V)  
YOU BELONG TO ME (V)  
3★ 11289 Sonny Dunham  
AS WE WALK INTO THE SUNSET (FT VC)  
MEMORIES OF YOU (FT)  
2½★ 11288 Benny Carter  
MY FAVORITE BLUES (FT)  
MIDNIGHT (FT VC)  
3½★ 11287 Glenn Miller  
I'M THRILLED (FT VC)  
FROM ONE LOVE TO ANOTHER (FT VC)  
4★ 11286 Freddy Martin  
MISS YOU (FT VC)  
ROSE O'DAY (W VC)  
2½★ 11285 Sam Donahue  
BEAT THE BAND TO THE BAR (FT VC)  
PICK UP THE GROOVE (FT VC)  
3★ 11283 Vaughn Monroe  
ONE, TWO, THREE O'LAIRY (FT VC)  
HAWAIIAN SUNSET (FT VC)  
2★ 8800 Montana Slim  
LA VERNE, MY BROWN-EYED ROSE (V)  
RIDE FOR THE OPEN RANGE (V)  
3½★ 11282 Spike Jones and His City Slickers  
BEHIND THOSE SWINGING DOORS  
(W VC)  
RED WING (Bright Two Step VC)  
3★ 11281 Charlie Barnet  
SWINGIN' ON NOTHIN' (FT VC)  
HARLEM SPEAKS (FT)  
3★ 11280 Bob Chester  
YOU CAN'T GET LOVIN' (FT VC)  
YOU BETCHA MY LIFE (FT VC)  
4★ 11277 Erskine Hawkins  
HEY DOC! (FT)  
SOMEONE'S ROCKING MY DREAM BOAT  
(FT VC)

- 3★ 11275 Mitchell Ayres  
I DON'T WANT TO SET THE WORLD  
ON FIRE (FT VC)  
WHEN ARE WE GOING TO LAND  
ABROAD (FT VC)  
2★ 8787 Bill Boyd  
JITTER BUG JIVE (FT V)  
I GUESS YOU DON'T CARE ANY MORE  
(W V)

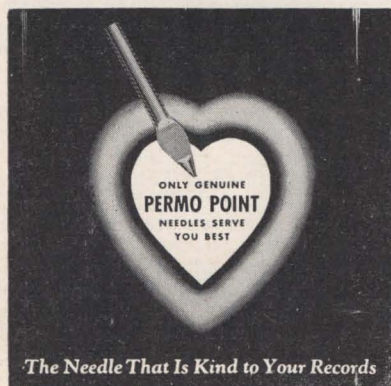
## COLUMBIA

- 3½★ 36382 Orrin Tucker  
UNDER BLUE CANADIAN SKIES (FT VC)  
ARE YOU KIDDIN'? (FT VC)  
2½★ 36381 Xavier Cugat  
MOON AND SAND (Bolero VC)  
MA-MA-MARIA (Rhumba VC)  
3★ 36380 Horace Heidt  
BE HONEST WITH ME (FT VC)  
THE TRUMPETS HAVE TRIPLETS (FT VC)  
3★ 36372 Will Bradley  
JACK AND JILL (FT VC)  
DON'T LET JULIA FOOL YA (FT VC)  
3½★ 36371 Claude Thornhill  
CONCERTO FOR TWO (FT VC)  
JIM (FT VC)  
4★ 36370 Horace Heidt  
DELILAH (FT VC)  
SHEPHERD SERENADE (FT VC)  
3½★ 36365 Kay Kyser  
AFTER TOMORROW (FT VC)  
I LOVE YOU MORE, MORE EVERY DAY  
(FT VC)  
3★ 36360 Xavier Cugat  
MISIRLOU (VC)  
LLORA TIMBERO (R VC)  
3★ 36340 Will Bradley  
BASIN STREET BOOGIE (FT VC)  
CALL IT ANYTHING, IT'S LOVE (FT VC)  
3½★ 36339 Harry James  
DUKE'S MIXTURE (FT)  
DON'T TAKE YOUR LOVE FROM ME  
(FT VC)  
3★ 36338 Kay Kyser  
IT'S YOU AGAIN (FT VC)  
YO TE AMO, OH! BABY (FT VC)

COIN  
MACHINE  
REVIEW

46  
FOR  
OCTOBER  
1941

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Almost as priceless as Radium! are the precious platinum alloys used to tip the long life Permo Point needles. 12 years of constant research in one of America's finest metallurgical laboratories have developed Permo Point needles to the highest standard of perfection. Permo is the only needle ever used by all manufacturers of coin operated phonographs as standard equipment.

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Bruno-New York, Incorporated  
460 West 34th Street

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Artie Shaw	
Modern Design*—When Winter Comes*	27610
Sammy Kaye	
Two in Love*—A Sinner Kissed an Angel*	27611
Tommy Dorsey	
It's Only a Paper Moon—Fifi's Rhapsody	27598
John Kirby	
I Don't Want to Set the World on Fire*	27586
Don't Let Julia Fool Ya*	
Skinny Ennis	

## BLUEBIRD RECORDS

The Bells of San Raquel*—A Pretty Co-ed Has Gone to My Head*	B-11307
Tony Pastor	
It Had to be You*—Yellow Fire	B-11308
Earl Hines	
This Time the Dream's on Me*—Says Who? Says You, Says I!*	B-11315
Glenn Miller	
B-I-BI—Minka	B-11317
The Four King Sisters with the Rythm "Reys"	
Somebody Nobody Loves—If It's You	B-11301
Dinah Shore	

\*Vocal Refrain

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For up-to-the-minute information on the newest Victor and Bluebird hits, see the latest issue of RCA Phonographic. Ask your local distributor to add your name to the mailing list. In Canada, contact RCA Victor Co., Ltd., Montreal. Prices subject to change without notice.



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per day with

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RCA Manufacturing Company, Inc., Camden, New Jersey

A Service of the  
Radio Corporation  
of America

COIN  
MACHINE  
REVIEW

# 47

FOR  
OCTOBER  
1941



# BUY TODAY

STANDARD TUNES  
ON

*Standard*  
RECORDS

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Rene Musette Orch. w. Vocal Refrain  
**MERRY ACCORDION**  
Henri Rene and his Accordion
- T-2017 **TOMMY'S MUSTACHE**  
Jean Cavall with Harold Grant's Orch.  
**LET'S DO THE OLD TIME DANCE**  
Rene Musette Orch.
- T-2016 **HAPPY AS A LARK—Polka**  
Harold's Instrumental Trio  
**NORTH STAR POLKA**  
Nordic Instrumental Quartet
- T-2015 **QUIT YOUR BELLY-ACHIN'—Polka**  
**TAKE YOUR DRUM AND BEAT IT—**  
Polka  
Bernie Wyte's Orch.
- T-2014 **WAITER, I'LL PAY LATER**  
**CHEATING CHARLOTTE**  
Rene Musette Orch.
- T-2013 **JOEY'S GOT A GIRL**  
**PUSSY CAT AGONY FIVE**  
Barry Sisters with Sammy Meade's  
Orch.
- T-2012 **MOONLIGHT FJORD—Schottish**  
**BALTIC POLKA**  
Nordic Instr. Quartet
- T-2011 **HAUNTING MELODY POLKA**  
**MOUNTAIN PEAK POLKA**  
Henri Rene, His Musette Accordion  
and Accompaniment
- T-2010 **PERFIDA MUJER—Bolero**  
(Unfaithful Woman)  
**LOS QUE SE VAN—Bolero-Rumba**  
(Those Who Leave)  
Alfredo Mendez and his Orch.  
Spanish Vocals by G. Del Toro
- T-2009 **WALTZING ON THE**  
**"KALAMAZOO"**  
**MISIRLOU—Fox Trot Beguine**  
Frank Knight with Harold Grant and  
His Orchestra
- T-2008 **FULL MOON ON THE LAKE—Polka**  
**RIPLING BROOK POLKA**  
Henri Rene, His Musette Accordion  
and Accompaniment
- T-2007 **LO-LO-LITA (The Girl Friend of**  
**the Army)**  
**GREETINGS**  
Harold Grant and his Orch.  
Vocals by Brad Reynolds
- T-2006 **SWEET CANARY POLKA**  
**TREADOR—Paso Doble**  
Rene Musette Orchestra
- T-2005 **POUND YOUR TABLE POLKA**  
**OLD CHIEF WALLA HOO**  
Barry Sisters with Sammy Meade's  
Orch.
- T-2004 **WALTZING ON THE**  
**"KALAMAZOO"**  
**CUTTING IN—Polka**  
Rene Musette Orchestra
- T-2003 **BLUFFERS—Polka**  
**FOXY—Polka**  
Walt Leopold's Orchestra
- T-2002 **MISIRLOU—Bolero**  
**LINDA MUJER—Bolero-Rumba**  
(Beautiful Woman)  
Alfredo Mendez's Orch.  
Spanish Vocals by G. Del Toro
- T-2001 **FINGER—Polka**  
**COCOANUT—Polka**  
Bernie Wyte's Orchestra
- T-2000 **CUBALERO—Polka**  
**HAPPINESS—Polka**  
Rene Musette Orchestra

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VICTOR



RECORDS

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- |                     |                     |
|---------------------|---------------------|
| VICTOR              | BLUEBIRD            |
| 27532—You and I     | 11215—You and I     |
| Tommy Dorsey        | Glenn Miller        |
| 26384—Yours         | 11241—Yours         |
| Xavier Cugat        | Abe Lyman           |
| 27511—'Til Reveille | 11167—'Til Reveille |
| Wayne King          | Freddy Martin       |
| 27586—I Don't Want  | 11291—I Don't Want  |
| to Set the          | to Set the          |
| World on Fire       | World on Fire       |
| Skinnay Ennis       | Dick Todd           |

- 3★ 36337 Horace Heidt  
B-I-BI (FT VC)  
TATTLETALE (FT VC)

## DECCA

- 2★ 5978 Jimmie Davis  
I HUNG MY HEAD AND CRIED (V)  
JUST BECAUSE OF YOU LITTLE GIRL (V)
- 4 1/2★ 4000 Bing Crosby  
THE SWEETHEART OF SIGMA CHI (V)  
DREAM GIRL OF PI K. A. (V)
- 3★ 3991 Jimmy Dorsey  
MOONLIGHT MASQUERADE (FT VC)  
WASN'T IT YOU? (FT VC)
- 4★ 3988 Tony Martin  
TONIGHT WE LOVE (V)  
I GUESS I'LL HAVE TO DREAM THE REST (V)
- 2 1/2★ 5977 Sons of the Pioneers  
MY LOVE WENT WITHOUT WATER (V)  
YOU DON'T LOVE ME BUT I'LL ALWAYS  
CARE (V)
- 2★ 5974 Cliff Bruner  
MY TIME WILL COME SOMEDAY (V)  
JESSIE'S SISTER
- 3 1/2★ 3981 Dick Robertson  
I DON'T WANT TO SET THE WORLD ON  
FIRE (FT VC)  
I'M ALONE BECAUSE I LOVE YOU  
(FT VC)
- 3★ 3980 Bon Bon  
I DON'T WANT TO SET THE WORLD ON  
FIRE (FT VC)  
SWEET MAMA PAPA'S GETTING MAD  
(FT VC)
- 4★ 3987 The Ink Spots  
I DON'T WANT TO SET THE WORLD ON  
FIRE (FT VC)  
HEY DOC! (V)
- 3★ 3970 Bing Crosby, Mary Martin and Jack  
Teagarden  
THE WAITER AND THE PORTER AND THE  
UPSTAIRS MAID (V)  
BIRTH OF THE BLUES (V)
- 3★ 3968 Ella Fitzgerald  
I GOT IT BAD AND THAT AIN'T GOOD  
(FT VC)  
MELINDA THE MOUSIE (FT VC)

## OKEH

- 3★ 6404 Carl Hoff  
B-I-BI (FT VC)  
HOYA (FT VC)
- 3 1/2★ 6402 Tommy Tucker  
JACK AND JILL (FT VC)  
CONCERTO FOR TWO (FT VC)
- 3★ 6401 Dick Jurgens  
MOONLIGHT MASQUERADE (FT VC)  
MA-MA-MARIA (FT VC)
- 3 1/2★ 6400 Gene Krupa  
WATCH THE BIRDIE (FT VC)  
AMOUR (Rhumba FT VC)
- 3 1/2★ 6391 Cab Calloway  
ST. JAMES INFIRMARY (FT VC)  
YOU ARE THE ONE IN MY HEART (FT VC)
- 3★ 6389 Dick Jurgens  
DELILAH (FT VC)  
DREAM DANCING (FT VC)

Andrews Sisters - - only on

**D E C C A**



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BY THE BEST BANDS IN  
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# Most Popular Records in the Coin Machines

Reproduced by special and exclusive arrangement with the publishers of **DOWN BEAT**, the musician's bible, which gathers its information just before press-time through nationwide correspondents.

## SONG FIRST CHOICE SECOND CHOICE

1— <i>I Don't Want to Set the World on Fire</i>	Tom Tucker, Okeh . . . . .	Horace Heidt, Col.
2— <i>'Til Reveille</i>	Bing Crosby, Decca . . . . .	Kay Kyser, Col.
3— <i>Jim</i>	Jimmy Dorsey, Decca . . . . .	Dinah Shore, BBird.
4— <i>Blue Champagne</i>	Jimmy Dorsey, Decca . . . . .	Freddy Martin, BBird.
5— <i>Yes, Indeed</i>	Tommy Dorsey, Victor . . . . .	Crosby-Boswell, Decca.
6— <i>You Are My Sunshine</i>	Gene Autry, Okeh . . . . .	Bing Crosby, Decca.
7— <i>A Rose and a Prayer</i>	Jimmy Dorsey, Decca . . . . .	Charlie Spivak, Okeh.
8— <i>You and I</i>	Bing Crosby, Decca . . . . .	Glenn Miller, BBird.
9— <i>Flamingo</i>	Duke Ellington, Victor . . . . .	Will Bradley, Col.
10— <i>Yours</i>	Jimmy Dorsey, Decca . . . . .	Benny Goodman, Col.
11— <i>Time Was</i>	Jimmy Dorsey, Decca . . . . .	Kate Smith, Col.
12— <i>Marie Elena</i>	Jimmy Dorsey, Decca . . . . .	Tony Pastor, BBird.

**WATCH OUT** for *Time Was*, *Yours*, *You Are My Sunshine* and *Blue Champagne*, above. All are on the upbeat and yet to hit their full strength in the machines. Other fast-rising songs due to hit the "Big 12" are *Why Don't We Do This More Often?* Chattanooga Choo-Choo, Piano Concerto and *I Went Out of My Way*, all recorded by various bands and vocalists. For additional tips on which discs are showing early strength in the boxes, check *Down Beat's* "Sleepers" lists below. These are sent us by operators who are finding the records mentioned to be sure-fire coin-snatchers.

### "SLEEPERS"

(Potential Hits in the Coin Machines)

**BIRTH OF THE BLUES** — Bing Crosby has the lead on this oldie, revived by the current motion pic of the same name. And the Bing is on Decca. Benny Goodman's Columbia version is the best of the orchestral jobs. Either should garner jitneys nicely.

**HEY DOC** — Woody Herman was first to cut this novelty, and his job remains the best one for most locations. Cab Calloway has an okay Okeh discing while the Ink Spots (on Decca like Woody Herman) have **THE** vocal job. Coming up nicely in the East.

**LOVE ME OR LEAVE ME** — Billie Holiday and Dinah Shore, on Okeh and Bluebird, resp., have nice-enough records of another tune of yesteryear which is being revived with good results. There's little to choose from here with Holiday and Shore both turning in svelte performances.

**WATCH THE BIRDIE** — Sonny

Dunham's Bluebird of this novelty from the Universal pic *Hellzapoppin'* is stepping out in front fast. Harriet Clark's singing seems to lure the nickels. Gene Krupa also has it on Okeh but the Dunham platter is going better, ops report.

**JOLTIN' JOE DIMAGGIO**—A sure-fire click, heavily plugged over Eastern radio stations, this waxing comes just as the nation is World series and baseball batty. Les Brown has the only good record so far, on Okeh. Selling like mad in the East and already heading for some amount of popularity in the boxes.

**NICKEL SERENADE** — Another novelty which looms as a winner, Les Brown's Okeh is on the reverse of his DiMaggio side. But don't overlook it. Sonny Dunham has it, too, on Bluebird. Both should do well on all types of locations.

**ISLE OF PINES** — A slow starter, this lovely ballad as handled by the coin-machine king, Jimmy Dorsey (with Bob Eberly on the lyrics) is now making fast headway and looks set for a long, profitable stay in the machines. It's a slow, melodious Nat Burton tune which grows with every hearing. Decca. Watch also for the release of *In Old Hawaii* by Jimmy Dorsey with another of those Eberly-Helen O'Connell vocal duets. Jimmy himself thinks it may go as big as *Amapola*.

**B-I-BI** — A zany song, almost as screwy as *Hut Sut*, this novelty is geared for the machines by Carl Hoff (Okeh) with a nickel-nabbing vocal chorus by the Murphy Sisters. Hoff's first record, it may establish him as a "coin" leader his first time out. Horace Heidt also has it on Columbia and Bob Chester on Bluebird, but Hoff's is the disc with the potency.

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### VICTOR

- 2 1/2★ 27600 Sidney Bechet  
TEXAS MOANER (FT)  
LIMEHOUSE BLUES (FT)
- 3★ 27599 Skinnay Ennis  
THE WHISTLER'S MOTHER IN LAW (FT VC)  
YOU MEAN SO MUCH TO ME (FT VC)
- 2 1/2★ 27598 John Kirby  
IT'S ONLY A PAPER MOON (FT)  
FIFI'S RHAPSODY (FT)
- 3 1/2★ 27595 U. of Texas Long Horn Band  
EYES OF TEXAS (V)  
TEXAS TAPS (V)
- 3★ 27594 Jan Savitt  
AFTERNOON OF A FAUN (Pts. 1 & 2) (FT)
- 3★ 27593 Bea Wain  
THE BIRTH OF THE BLUES (V)  
YOU'LL NEVER KNOW (V)
- 5★ 27591 Tommy Dorsey  
PALE MOON (FT VC)  
HALLELUJAH! (FT)
- 2 1/2★ 27585 Oscar de la Rosa  
RESTLESS NIGHT (Bolero VC)  
CLAVES (Rumba VC)

- 3★ 27584 Jan Savitt  
WHY DON'T WE DO THIS MORE OFTEN?  
(FT VC)  
A DROP IN THE BUCKET (FT VC)

- 3★ 27583 Xavier Cugat  
SALUD, DINERO y AMOR (Argentine Waltz VC)  
BENABE (Rhumba VC)

### Kiss Halts RCA Recording

CAMDEN, N. J.—The machine was ready! The technician was ready! Tyrone Power was ready to record "Ballad of the Leatherneck Corps" . . . so were the musicians. But Bell's little invention interfered, as an imperative voice came clearly over the wires from Hollywood ordering heart-

throb Power to return and kiss luscious Betty Grable. It was all in work, however, a matter of a retake on "Yank in the RAF", for the public didn't like the unhappy ending and the only way to change that was for Ty to kiss Betty for a fade-out.

Eventually, Power did record the ballad which opens with his news-flashing the marines' landing in Iceland. The Ray Block choir and Al Goodman's band cut in with the famous marine song, "From the Halls of Montezuma to the Shores of Tripoli," and Power takes over describing the marines' work from the battles in Tripoli, 1805, until today. On the other side of the record, Barry Wood sings "Arms For the Love of America." Both numbers were first presented on a defense broadcast.

\* \* \*

We know a girl who is so dumb she thinks a meadow lark is a picnic.

The Casa Loma - - only on  
**DECCA**

1 TO 12, 25CEA. - 13 TO 99, 23CEA. - 100 UP, 20CEA.  
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Quality  
has no substitute  
Miracle Point Needles  
M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS

Jimmy Dorsey - - only on  
**DECCA**

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In connection with the intensive "Music For Defense" Drive to sell United States Defense Bonds, members of the Sales Department of the J. P. Seeburg Corporation held a 3-day meeting at the Edgewater Beach Hotel, Chicago, on October 4th. At this meeting, the salesmen and executives shown above at the left, subscribed more than \$30,000 in Defense Bonds. This drive will be extended by the members of the sales staff to include the Seeburg distributors, the Seeburg operators, locations and their patrons. A huge variety of "Music For Defense"



literature will be made available to all Seeburg distributors, operators and locations in a gigantic promotion to spur Bond sales. Above on the right: Seeburg officials, Bruce Jagor, comptroller; James Barron, Vice President in charge of production; and Carl McKelvey, General Sales Manager, are preparing plans for the huge campaign. McKelvey started the drive with \$30,000 subscribed by the members of his Sales Department. Bruce Jagor will conduct the Drive among the office employees and James Barron will be in charge of Defense Bond subscriptions among the employees in his department.

## No Cabaret Tax on Phonos. for Dancing

CHICAGO—A ruling was received by the Automatic Phonograph Manufacturers Association on October 10th from D. S. Bliss, deputy commissioner in Washington concerning a tax on phonographs in locations where space is provided for patrons to dance. Question was raised because of the new 5% tax on cabarets and cabaret entertainment as to whether a coin-operated phonograph in a location with dancing space might classify the location as a cabaret.

Deputy Bliss' ruling is as follows:

"If only entertainment is phonograph or coin-operated music machine and space where patrons may dance the five percent cabaret tax does not apply. D. S. Bliss." ♦

## Murdock Confers With George Miller

SAN FRANCISCO—George Murdock, district manager of the Rock-Ola Manufacturing Corporation, headquartered in Portland, who covers the eleven western states, has just finished his annual visit with George Miller, of Oakland, who is distributor for 29 counties in Northern California. The counties are: Siskiyou, Trinity, Shasta, Tehama, Glenn, Butte, Colusa, Sutter, Yuba, Nevada, Placer, Eldorado, Sacramento, Amador, Alpine, Tuolumne, Cala-

veras, San Joaquin, Stanislaus, Merced, Mariposa, Madera, Fresno, Tulare, Kings, Yolo, Solano, Contra Costa, and Alameda.

Murdock reports his company has had its largest year in history insofar as automatic musical equipment is concerned. ♦

## More Buckleys For San Diego

CHICAGO—Bud Parr, General Music Company, Los Angeles, California, a distributor of Buckley Music System, reports ever increasing business in San Diego, California. He keeps the telegraph wires busy for delivery dates on shipments to San Diego.

In commenting on this business, Bill Corcoran, Pacific Coast District sales manager for Buckley says, "With the music systems that have been shipped into the California territory in the last two years I know that Bud Parr has sold about every operator in Southern California. In looking over the city of San Diego, during a visit in that territory several months ago, I saw Buckley Systems in a good many prominent locations and I told Bud Parr that we had made a good start in that city.

"With the great expansion due to defense work, many new places of business have been opened up and many established businesses have expanded. In making this increase in business, the business men themselves wanted to know that they were equipped to give the best music and as a result make the most money. That many of them have decided in favor of Buckley installations is indicated by the great increase

in business from Bud Parr, General Music Company.

"Buckley is making shipments right along to Los Angeles and directly to San Diego. Parr is providing for the installation work so that one location after another is being set. We are proud to have our systems installed in these different businesses and giving everyone the benefit of the relaxation and amusement provided by music." ♦

## Permo Gives Records Kind Treatment

CHICAGO—Every week is, "Be Kind to Records Week", when the records are used with Permo needles, says "Gene" Steffens, vice-president of Permo Products Corp. "Permo metal, used on Permo Point Needles," he pointed out, "is compounded in our own laboratory from the platinum group of precious metals, the rarer of which are Osmium, Ruthenium, Iridium, and Rhodium, and is the result of 20 years of metallurgical research."

Steffens declares that it is not difficult to manufacture long-life needles, but, just as important as the number of plays is the effect of the needle on the record and the capability of accurate reproduction. "To be economical and practical," he said, "a point material must be used that, by its very nature combines all three of these features—long life, kindness to records and perfect reproduction."

According to the Permo official, the average use of Permo Point Needles is 2,000 plays, although many operators get 4,000 and there are frequent reports of six, eight and ten thousand plays. One set of statistics recounted 21,000 plays. ♦

Warden: "I have good news for you, Number 949. You've been granted a pardon, and will be released tomorrow."

Convict: "But I can't, warden. I'm on the ball team, and the big game is tomorrow!"

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Genco JUNGLE.....\$118.50 Gottlieb ABC Bowler.....\$118.50  
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Bob Crosby - - - only on  
**D E C C A**





You'll look a long way for a more attractive spot than Segal's Tavern, 8276 South Chicago Avenue, Chicago. Big, bright and cheery, it now boasts a complete Wurlitzer installation with salutary effect on patronage and profits. A Wurlitzer Model 850 Phonograph has recently been augmented by a battery of the popular Model 125 Wurlitzer Wall Boxes with single 5, 10, 25c coin entry. Both C. H. Hoffman, Wurlitzer Music Merchant, who made the installation, and Segal's Tavern owners are delighted with the results which they say stepped up phonograph play and profits to an amazing degree.

## Operator Mystified At Double Snitch

CHICAGO—In a letter to E. C. "Gene" Steffens, Vice President of Permo Products Corporation, L. O. Evans, of Cleveland, tells one of the month's most interesting operators' stories:

"It was a hot autumn afternoon and I had been assigned to the task of determining where a certain party in another city obtained a machine of the type that had not been sold.

"After driving over a hundred miles, I found a typical small town bar-room at the address in question. Upon questioning the bartender-proprietor, he showed reluctance to let me examine his machine, in spite of my promises of having only his interest in mind.

"It appeared that it was going to be necessary for me to barge my way through his bar-room to the back door in order to examine the equipment in question. However, upon further conversation, I learned that my host was, and had been for a number of years, a professional wrestler, so I just continued to talk instead.

"He, however, broke down in due time and permitted me in, and to my surprise, I found an old Model 'Z.' His actions indicated also, that this machine was never sold or purchased, so I decided to bring it back with me just on general principles, even though it was an old obsolete model.

"It was loaded in the trunk of my car very securely with just a small portion overhanging, and we rolled merrily away. About halfway back it was necessary to stop for gas and that was the first time I had thought of my cargo. You can imagine my surprise to find the lid of my trunk down securely in place, with the phonograph missing.

"I immediately recalled every twist and turn in the road and I also distinctly remembered a brushing sound, one that led me to believe that I had run over a twig or perhaps a branch of a tree in the road. Not remembering having seen any such obstacles, I concluded that it was at this point that the phonograph slipped out.

"I immediately raced back and retraced the entire distance, only to find the machine had again apparently been stolen, almost from under me you might say. The machine has never been recovered or heard of since."

## Permo Points Skyward

CHICAGO—Boys who were bookkeepers, motion picture stars, prizefighters and baseball heroes are becoming army rookies . . . girls who used to know which way to make typewriter keys go, now guide knitting needles and First Aid bandages . . . and Permo Points, that give that clear tone to music machine records are now also expected to work at the end of airplane instruments!

E. C. "Gene" Steffens, vice-president of Permo, says, "Steel pivots in aircraft instruments were worn out in accelerated tests in 25 hours. The osmium alloy pivots showed no signs of wear in 125 hours!" According to Steffens, the Permo alloy pivots feature non-corrosion, non-abrasion and have a low rate of wear without lubrication, eliminating the general increase in friction common to steel pivots. Osmium alloy, the precious metal used in Permo needles, belonging to the platinum family, was first used to give fountain pens long life. Twelve years ago, Permo made history using it to give lasting life to phonograph needles.

Officials state that the use of Permo points in the aircraft industry will in no way interfere with their service in the coin machine field as phonograph needles.

Men usually exercise for their health, but with women it's just a matter of form.



Complete from a Wurlitzer Victory Model 850 Automatic Phonograph, Wall Speaker to a battery of Wurlitzer's popular 5-10-25c Wall Boxes, Denver's Famous Cafe now offers its customers the most modern music service available. The customers, it is reported, have responded by increased patronage of the location's refreshment facilities as well as practically continuous use of the phonograph.

## Capehart's Mother Hen Plans Defense Eggs

INDIANAPOLIS, Ind. — Hatching out plans is nothing new for Homer Capehart, and his newest incubator baby is the "mother hen" plan, devised to garner in some of the defense industry's business eggs. Capehart heads a group of 10 small manufacturers formed on the same principles of a dozen or so other manufacturing pools in the country.

Capehart declares, "I believe that the heat is on at present in Washington to spread defense work among the small fellows and now is the time to strike while the iron is hot. And believe me, we're going to go after it . . . It will mean plenty of hard work but, if it means staying up all night to get a defense contract out of somebody in Washington or Detroit, I'll do it. And if it means the men associated with me have to stay up all night figuring out bids for me to have the next morning, I know they'll do it. We're going to work fast."

In the "mother hen" plan is Capehart's Packard Manufacturing Corp., which will serve as prime contractor, dividing work among these concerns as sub-contractors, the plan's associates: Steel Stamping Co.; Williamson Polishing & Plating Co.; Ewing Foundry; Indianapolis Metal Spinning Co.; Lahmann Pattern Works; V. E. Sprouse Co. of Columbus; O. K. Machine Co., Ft. Wayne; Kiser Plating Co., Muncie; and Federal Die Casting, Chicago.

There are no financial connections among the companies. There aren't even any written formal contracts. The manufacturers have simply bound themselves morally to work together to keep in business. Capehart's organization, known as Packard Manufacturing Corp. and Associates, consists mostly of manufacturers who have done work for him in his business of making automatic music boxes and who, while still in business, expect to have their regular business cut drastically because of defense priorities and because they are too small to do big defense jobs. Their idea is to stay in business, doing defense work, and be ready to return to civilian production when the war is over.

The pool plan was first tried out in York, Pa., and has since spread to Canton, O.; Kansas City, Mo., and to Texas.

"You say this hair restorer is very good, do you?"

"Yes, sir. I know a man who took the cork out of a bottle of it with his teeth and had a mustache next morning."

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1941





A party in honor of the approaching marriage of W. H. (Bill) Bell, assistant secretary of Packard Manufacturing Corp., was given at the Hotel Riley, Indianapolis, Ind., on August 20 by company executives and department heads. Bill Bell is an old-timer in the automatic music world, having formerly worked with Schaff Bros. Co. and the Capehart Corporation, before becoming connected with Packard. The scene of festivities, with Bell standing by the doghouse to which he was banished, is shown above.

## Mape Music Sales Mount

LOS ANGELES—"It looks like a banner year for the Mape Music Co.," declared local manager, L. B. McCreary, in commenting on the sale of Seeburg equipment so far this year.

"Seeburg has given the operators a well rounded out line of equipment adaptable to any type of location and any type of installation that may be required. On the floor, on the bar and in the booth there is a special Seeburg machine to take care of the musical appetite of the patrons. Operators have found in Seeburg their fulfillment of their every musical requirement and as a result of this we have enjoyed one of our best years," concluded McCreary. ♦

## ◀ Hart Music Busy With Packard Pla-Mor

SEATTLE—Although established on coinrow barely over three months the Hart Music Co. offices have become one of the busiest spots in town with operators flocking in from all parts of Eastern Washington to stock up on Packard Pla-Mor remote control units, adapters and speakers.

Said manager Jack Turner: "We are very

pleased with the fine response we have had from Washington coinmen on Packard equipment. It was easy for the operators to see that here was a money-making line for them unequalled in coin machine history. Our new location is for the operators' convenience and we invite all Washington operators to make our home their headquarters in Seattle. The complete line of Packard products is on display." ♦

## Bally Sees Multiple Boom

CHICAGO—Demand for multiple games increased sharply during the first week of October, according to George Jenkins, general sales manager of Bally Mfg. Co. "We attribute this," Jenkins said, "to the new tax. Operators are acting to offset the tax as much as possible by increasing their average earnings per location, and the obvious way to do this is to obtain the benefits of multiple coin operation. Consequently our sales volume is up on both our Turf King multiple payout and 41-Derby multiple replay. Both games have already demonstrated their power to push collections up, and are the logical choice of operators who now need extra revenue to cover the tax and other increased operating costs." ♦

## WVMOA Has Bang-Up September Meeting

LOS ANGELES—The regular monthly meeting of the Western Vending Machine Operators Association was held at McDonald's, Sixth and Figueroa, on September 30th and a rip-roaring good time was enjoyed by the exceptionally good attendance. All of the officers were on hand and all of the old timers except one . . . Past President Scott.

Scott had a good excuse for being absent from the meeting for he was honeymooning with his wife at points unknown. The chair suggested congratulations were in order and the boys extended the finest to Scotty in his new connubiality.

Guest of the evening was W. E. Earl, representative of the Stoner Corporation, who spoke briefly and gave the boys some interesting points on candy bar operating.

Business portion of the meeting ended at 8:45 and the balance of the evening was spent playing Bingo until the 11 p.m. adjournment. The members have a picnic playing Bingo with their stock in trade . . . pennies.

All vending machine operators are invited to attend WVMOA meetings on the last Tuesday of each month at 6:30. In addition to a good dinner you'll have an evening full of worthwhile information and a pack of fun. Next meeting falls on October 28th. Why don'tcha come on down?

Larry Hugler, Secretary. ♦

## ◀ Victor Offers Ad Tie-Up Stickers

CAMDEN—Agreeing with the ancient adage that a winning combination should never be broken up, RCA Victor announces a new service for the Coin Machine Trade: Coin Phonograph stickers as tie-ins with the weekly *Life* advertisements.

The tremendous and surprising success of the Glenn Miller-Sun Valley Serenade sticker in conjunction with a single column *Life* ad is responsible. Henceforth, all RCA Victor's *Life* ads featuring the popular "Hit of the Week" recording will be coupled with attractive stickers for coin machines. ♦

Tenant: "I wish you would speak to the people upstairs. This morning at three o'clock they were jumping up and down and banging on the floor. I won't stand for such disturbances."

Landlord: "How did you happen to hear them at that time of night?"

Tenant: "I was practicing on my saxophone." ♦

"I just saw two cops chasing a man through a drug store."

"Did they catch him?"

"No. He stepped on a set of scales and got a weigh." ♦

"Are you sure," an anxious patient asked a physician, "are you sure that I shall recover? I have heard that doctors sometimes give wrong diagnoses, and have treated patients for pneumonia who afterwards died of typhoid fever."

"You've been woefully misinformed," replied the medico indignantly. "If I treat a man for pneumonia he dies of pneumonia!" ♦

"Twice as many people are coming these days to the theatre to see Lucille's fan dance."

"Were the prices reduced?"

"No, but the fan was." ♦

OCTOBER, 1941

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## COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 55c a thousand in 25,000 lots, 65c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.00. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

## MAILING LIST

of approximately 2,000 operators, jobbers, distributors and manufacturers in attendance at the Western States Coin Machine Convention in November, \$5.00 per copy, cash with order. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif.

## SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

## SPECIAL

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## WANTED, PENNY ARCADE

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## WANTED

Watling Fortune Scales. Pay Cash. State condition, prices, etc. Would buy route. Write us now. SCALE SERVICE CO., Marion, Indiana. (9-42-P)

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## WANT TO BUY

Used Phonographs, Guns, Arcade Equipment, Phonograph Records. Cash or will trade. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (S-C)

## FOR SALE

Shipman 6-column Selective 1c Candy Bar Machines, 300 capacity, look and work like new, 25 for \$200.00. Adams Hexagon 6-column Gum Vendors, good as new, \$6.00 each, 10 for \$40.00. Brand new 1c Hershey Bar Machines, \$5.00 each. MODERN VENDING CO., 4944 West Broad Street, Philadelphia, Pa. (O-P)

## FOR SALE

25 Stewart-McGuire 1c-5c Nut, \$3.50; 25 Robbins 2-in-1, \$3.75; 1 Big Show, \$17.00. LAFAYETTE VENDING, 500 West 42nd Street, New York, N. Y. (O-P)

## SUMMER CLEARANCE

2 Bally Rapid Fire, \$110.00 each; 5 Mutoscope Sky Fighters, \$150.00 each; 3 Keeney 1c Texas Leaguers, \$29.50 each; 5 5c Q. T.'s, \$27.50 each. BIRMINGHAM VENDING CO., 2117 Third Avenue, N., Birmingham, Ala. (O-C)

## SOLUTION TO PUZZLE ON PAGE 10

PICTURE  
OF  
W. E.  
SIMMONS

	W	E	S	I	M	M	O	N	S
E	A	T	E	R			B	O	A
S	T	U	N			O	O		N
T	E	D			S	P	E	N	D
E	N			S	E	A	S		E
R			R	E	E	L		B	R
V	O	L	U	N	T	E	E	R	L
I	R	O	N		O	L	D		P
C	E	W		A	N	Y		G	L
T	S		C	I	E		D	E	A
O		F	O	R		D	E	E	M
R	A		I		T	O	E		O
S	T	O	N	E	R		P	A	R

## FOR SALE

3 110-volt Converters, 1 5 KW light Plant, 1 800 Delco AC Plant, Slot Machines. 99 Vending Co., Box 2, Calimesa, Calif. (O-P)

## FOR SALE

Ten Master Penny Venders, green porcelain, good condition, \$5.00 each. J. C. CLEM, 323 N. 16th Ave., Phoenix, Ariz. (O-P)

## FOR SALE

Paces Races, brown jackpot, \$114.50; Penny Dukes, \$17.50; 5c 4-column Select Package Confection Vendor, \$19.50. COLEMAN NOVELTY, Rockford, Ill. (ON-P)

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Seven foot spread, polished, and mounted. Fine decoration, Rare opportunity. Free photo. LEE BERTILLION, Mineola, Texas. (OND-P)

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October, 1941

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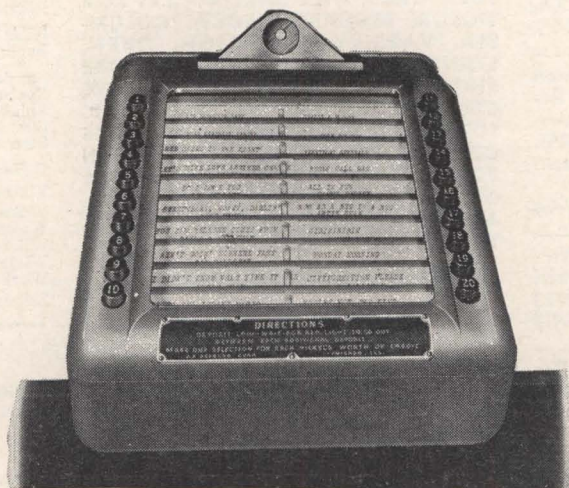
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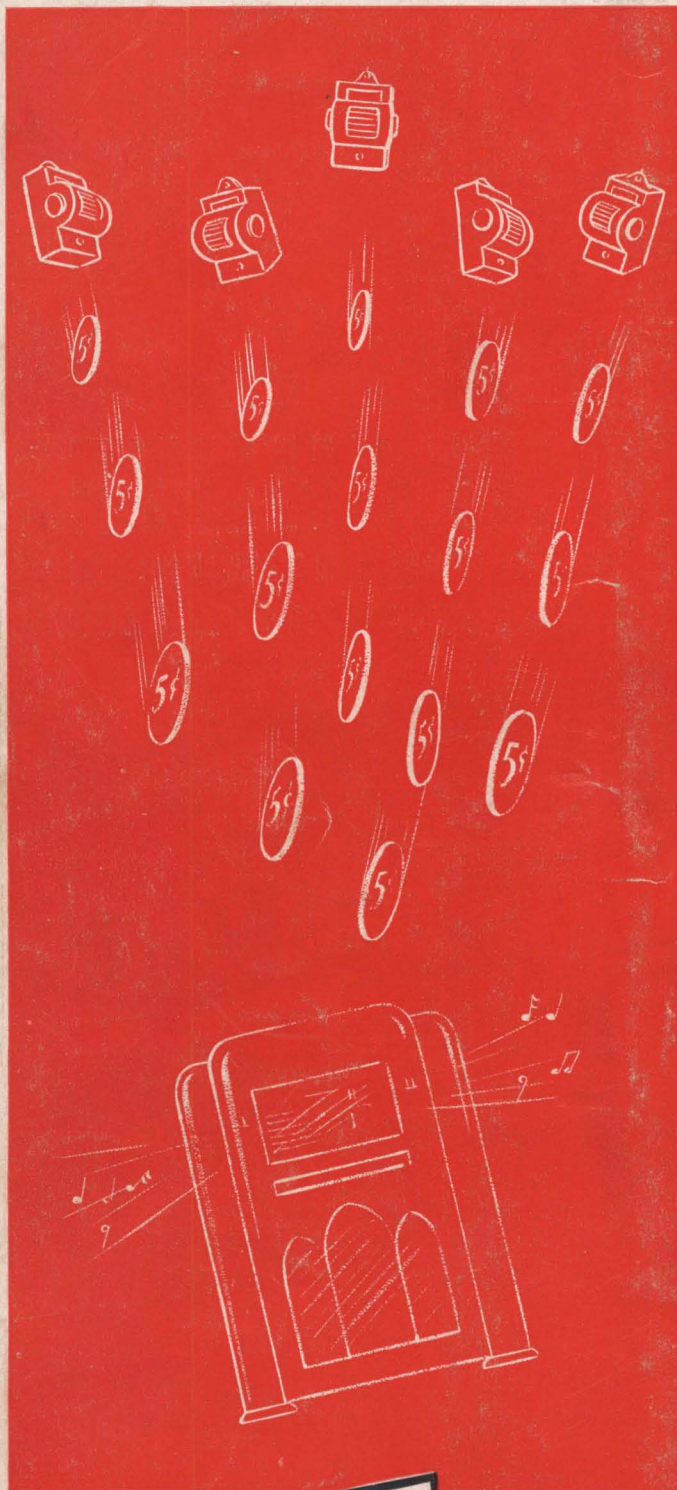
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- MAPLE** . . . . . adapter for any 16-record Wurlitzer.
- WALNUT** . . . . . adapter for any 24-record Wurlitzer models 24, 24A, or 600.
- ASH** . . . . . adapter for any 12 and 16-record Wurlitzer.
- ELM** . . . . . adapter for any twin 16-record Wurlitzer combination.
- POPLAR** . . . . . adapter for any twin 12-record Rock-Ola combination.
- PINE** . . . . . adapter for any single 20-record Rock-Ola.
- WILLOW** . . . . . adapter for all 20-record Seeburg.

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